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BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising

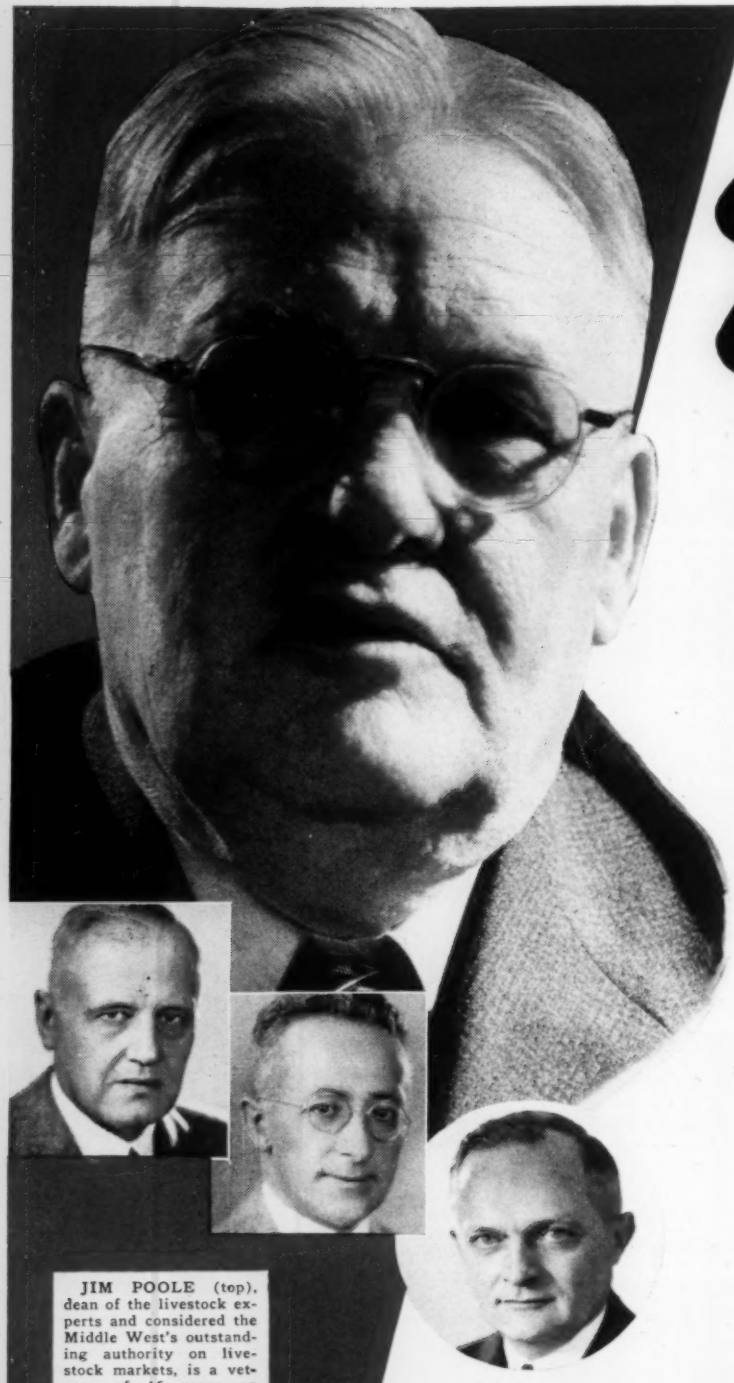
15c the Copy $5.00 the Year
Canadian & Foreign $6.00 the Year

FEBRUARY 23, 1942

Published every Monday, 53rd issue (Yearbook Number) Published in February

Vol. 22 • No. 8
WASHINGTON, D. C.

I say, Wimpole—that WOR's been creating some jolly good shows, hasn't it?
Right, Foxton. And selling them, too.
"Can You Top This?", you know, is now sponsored by Kirkman Soap.
Kreuger Beer has "Go Get It".
Barbara Gould's cosmetic line is getting along splendidly with "Here's Looking at You", and the "Ramona" sales record is one to be envied.
AGENCYMEN-ADVERTISERS
Quietly, without fanfare, WOR has been building, spotting, accumulating top audiences on an increasing list of low-priced, but highly-entertaining, station-created shows. Why not ask us more about them? It may benefit you tremendously. Call or write—WOR, 1440 Broadway, in New York. PE 6-8600.
WOR
—does more because it's got more



Expert MARKET MEN

GAIN LISTENER CONFIDENCE FOR WLS

IN THE great plains of the Middle West accurate, current market information is an economic necessity. WLS broadcasts such information, by market experts, from the world's largest stockyards and other exchanges, giving current prices, interpreting future trends.

The men broadcasting these features on WLS speak with authority. Every product grown in the WLS area is covered in these broadcasts—livestock, grain, poultry, fruit, cheese, egg, vegetable and wool markets.

In addition to these farm market services, WLS broadcasts hourly reports on the New York Stock Exchange, frequent daily reports from the Chicago Board of Trade—has the most complete radio market service in the Middle West.

Here is another way in which WLS is part of the life in Mid-West America.

JIM POOLE (top), dean of the livestock experts and considered the Middle West's outstanding authority on livestock markets, is a veteran of 16 years on WLS. DAVE SWANSON (left), head of the nation's largest cooperative commission company, has been giving the weekly livestock summary on WLS for six years. F. C. BISSON (center), U. S. D. A. grain expert, has been heard on WLS for 15 years. BILL MORRISSEY (circle), stockyards veteran of 23 years, has been heard on WLS for 16 years.

WLS

CHICAGO

890 KILOCYCLES
50,000 WATTS
BLUE NETWORK

The PRAIRIE FARMER STATION

BURRIDGE D. BUTLER
President

GLENN SNYDER
Manager

REPRESENTED BY
JOHN BLAIR & COMPANY

This Concerns New England

THE YANKEE NETWORK

21 BROOKLINE AVENUE
BOSTON, MASSACHUSETTS

MEMO TO TIME BUYERS:

Your consistent recognition of the high degrees of acceptance and coverage possessed by The Yankee Network has been one of the chief factors in the dominant number and diversity of national accounts carried in New England.

The best way to express our appreciation for this cooperation is to maintain the progressive policies by which Yankee Network stations have built listener loyalty.

That's why the pledge is given to accelerate services to, by and for the communities where population and buying power are highest.

In the sales potentials, provided by record peaks of employment and earnings, New England markets are more important than ever before.

Now...as for the past two decades...it will be our privilege to continue effective delivery of these markets to you, through the one combination of stations keyed to do a complete job in 1942.

Cordially yours,

THE YANKEE NETWORK

ACCEPTANCE is the Yankee Network's FOUNDATION

THE YANKEE NETWORK, INC.

BROOKLINE AVENUE, BOSTON, MASS.

EDWARD PETRY & CO., INC., *Exclusive National Sales Representative*

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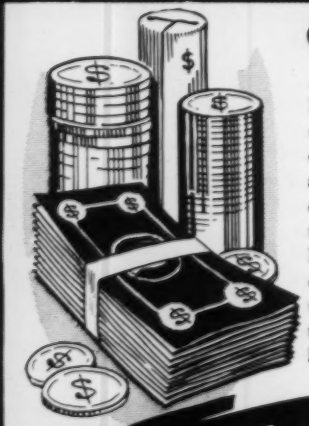
Pri-mary Read-er for Time Buy-ers

BREAKFAST FOODS Made from Nebraska corn, wheat, bran, barley and other crops. Big cereal companies pay Nebraska farmers premium prices to gain the tremendous output from their farms.

BACON and EGGS Cut from hogs and dropped from hens. A favorite dish for young and old, high and low, rich and poor. Nebraska farmers are hard put to supply the demand, even at present bonus rates!

SUGAR Quite scarce (see your sugar ration card for details). Tens of thousands of Nebraska acres are planted in sugar beets. And the old sugar bowl isn't big enough to hold the money the farmers are earning.



CASH ... The only crop of which Nebraska farmers have a surplus. Is definitely non-edible. Nebraska farmers are anxious to exchange their cash for your products. Tell them what *you* sell. Use KFAB. You *need* KFAB, to do a complete selling job in the many farm markets throughout Nebraska and her neighboring states.

KFAB LINCOLN, NEBR.

FOR CITY LISTENERS *use* **KOIL** OMAHA

DON SEARLE, GENERAL MANAGER
ED PETRY & CO., INC., NAT'L REP'R

BROADCASTING

The Weekly Newsmagazine of Radio Broadcast Advertising

February 23, 1942

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We Pay Respects 35

Right in the middle of
FLORIDA'S RICHEST YEAR 'ROUND MARKET

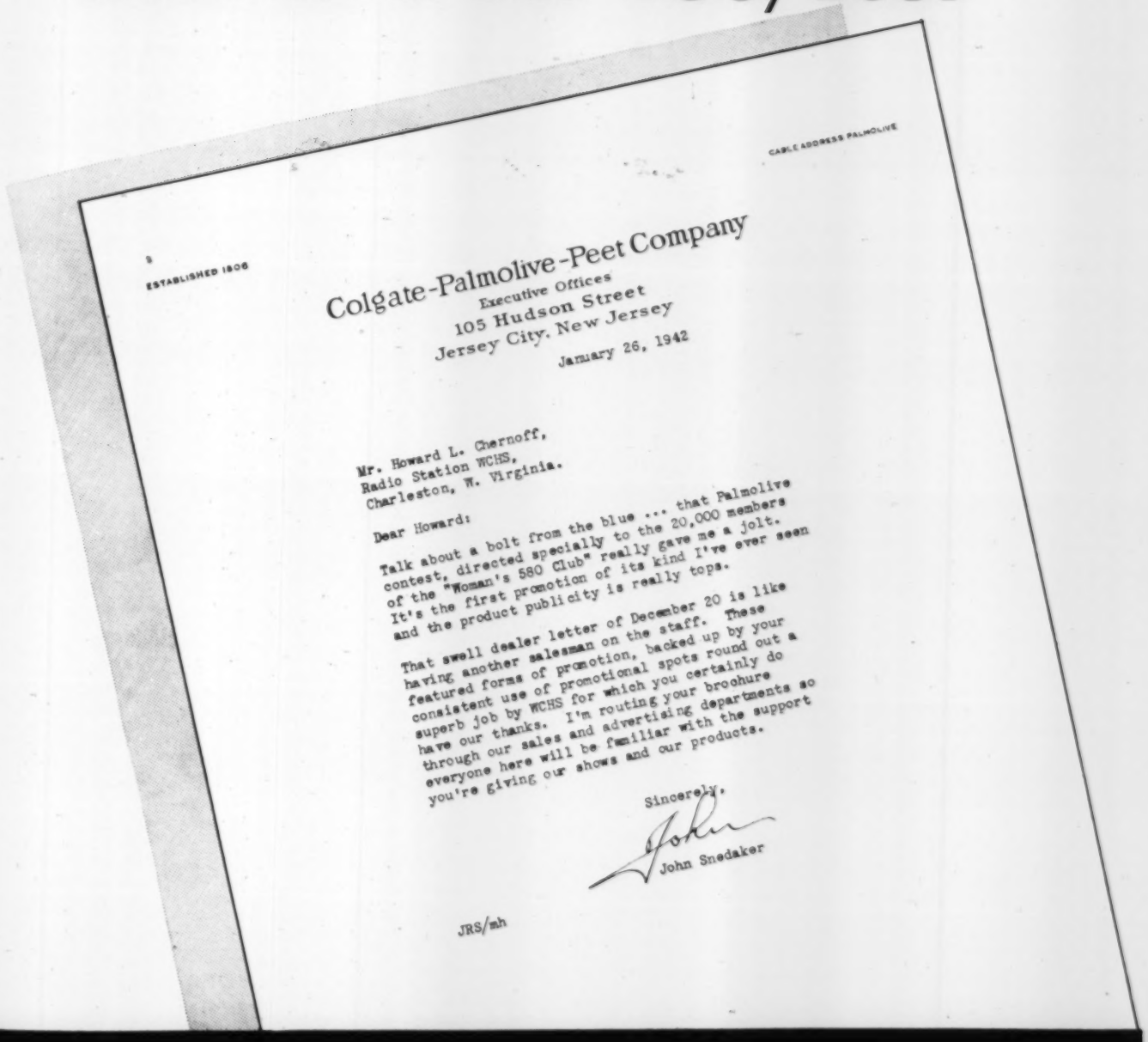
WFLA

NBC PROGRAMS

JOHN BLAIR & CO. NATIONAL REPRESENTATIVE

970 Kc. FULL TIME

Palmolive's No Exception... We'll Do It For YOU, Too!



ESTABLISHED 1806

CABLE ADDRESS PALMOLIVE

Colgate-Palmolive-Peet Company
Executive Offices
105 Hudson Street
Jersey City, New Jersey

January 26, 1942

Mr. Howard L. Chernoff,
Radio Station WCHS,
Charleston, W. Virginia.

Dear Howard:

Talk about a bolt from the blue ... that Palmolive contest, directed specially to the 20,000 members of the "Woman's 580 Club" really gave me a jolt. It's the first promotion of its kind I've ever seen and the product publicity is really tops.

That swell dealer letter of December 20 is like having another salesman on the staff. These featured forms of promotion, backed up by your consistent use of promotional spots round out a superb job by WCHS for which you certainly do have our thanks. I'm routing your brochure through our sales and advertising departments so everyone here will be familiar with the support you're giving our shows and our products.

Sincerely,

John Snedaker

JRS/mh

5000 on 580

WCHS

John A. Kennedy, President Howard L. Chernoff, Managing Director

Charleston, West Virginia

represented by THE BRANHAM COMPANY

CBS Affiliate

ONE OF A SERIES PRESENTING THE MEN WHO MAKE FREE & PETERS STATIONS

I. R. LOUNSBERRY

EXECUTIVE VICE-PRESIDENT, WGR and WKBW, BUFFALO

1912 Became licensed radio "ham"
1917 Graduated high school and became officer United States Navy, World War I
1918 Radio engineering at DeForest Laboratories under Dr. Lee DeForest
1922 Partner and manager, WMAK, Buffalo
1928 Vice-Pres. and Director of Sales, Buffalo Broadcasting Corporation
1931 Executive Vice-Pres., Buffalo Broadcasting Corporation

AT the age when most kids are playing with electric trains, Ike Lounsberry became a licensed radio "ham". From that day to this, Ike has been one of radio's real pioneers. His dynamic, forceful management of Buffalo Broadcasting Corporation has brought recognition of WGR and WKBW as two of the outstanding radio stations in this country.

Yes, it is *management* that makes the radio station. Even back in 1932, when Free & Peters was founded, the truth of that idea was apparent to us. Acting on that principle we sought representation only of those stations that had *good management*. Because, obviously, those were the stations that would go places both for themselves and for the advertisers we helped to bring them.

Today the fruits of that policy are being harvested by *most* of the people who buy *most* of the spot-radio time in America. Not every radio station we represent is the "largest" in its territory. But *every one*, without exception, is known for those unmistakable qualities that bespeak *good management*. That's the only kind of station we work for, here in this group of pioneer radio-station representatives.

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW	BUFFALO
WCKY	CINCINNATI
KDAL	DULUTH
WDAY	FARGO
WISH	INDIANAPOLIS
WKZO	KALAMAZOO-GRAND RAPIDS
KMBC	KANSAS CITY
WAVE	LOUISVILLE
WTCN	MINNEAPOLIS-ST. PAUL
WMBD	PEORIA
KSD	ST. LOUIS
WFBL	SYRACUSE
...IOWA...	
WHO	DES MOINES
WOC	DAVENPORT
KMA	SHENANDOAH
...SOUTHEAST...	
WCSC	CHARLESTON
WIS	COLUMBIA
WPTF	RALEIGH
WDBJ	ROANOKE
...SOUTHWEST...	
KOMA	OKLAHOMA CITY
KTUL	TULSA
...PACIFIC COAST...	
KARM	FRESNO
KECA	LOS ANGELES
KOIN-KALE	PORTLAND
KROW	OAKLAND-SAN FRANCISCO
KIRO	SEATTLE

and WRIGHT-SONOVOX, Inc.

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

CHICAGO: 180 N. Michigan Franklin 6373 | NEW YORK: 247 Park Ave. Plaza 5-4131 | DETROIT: New Center Bldg. Trinity 2-8444 | SAN FRANCISCO: 111 Sutter Sutter 4353 | HOLLYWOOD: 1512 N. Gordon Gladstone 3949 | ATLANTA: 322 Palmer Bldg. Main 5667

BROADCASTING
and
Broadcast Advertising

Vol. 22, No. 8 WASHINGTON, D. C., FEBRUARY 23, 1942 $5.00 A YEAR—15c A COPY

Government Enlists Advertising for War

Radio in Key Spot As All Media Are Called

THE AMERICAN advertising industry, with radio holding a key spot, is being mobilized by the Government for the total war effort.

Within a week after the formation of the Advertising Council, composed of all elements of the advertising and allied arts [see story on page 8], the machinery of the various Government agencies charged with the propaganda and morale-building phases of winning the war was thrown into high gear and all media were having impressed upon them the importance of the role they must assume.

Public Must Learn

President Roosevelt is to go on the air tonight (Monday) and Donald M. Nelson, chairman of the War Production Board, goes on the networks, in rotation yet to be decided upon among them, on the four successive Monday nights —to deliver speeches calculated to arouse the public to realization of the fact that, as Mr. Nelson asserted in a statement last week, "The United States is fighting for its life."

The feeling among highest Government circles that an urgent necessity exists to hammer into the public consciousness the gravity of the war situation, was manifested by Mr. Nelson's decision last week, despite the fact that he is one of the two busiest men in Washington, to "go to the country" with his own 15-minute fireside talks on the networks on the four successive Monday nights, starting March 2.

Original Nelson Plan

At first Mr. Nelson's WPB public relations advisors, working with the Office of Facts & Figures, clearing house for all Governmental broadcasts, had planned to place him on the air for seven successive nights starting this Tuesday, taking five-minute periods on one or another network out of programs which enjoy the highest audience ratings so that the widest possible number of listeners could be reached.

This plan was abandoned on Friday, however, in the belief that it would not be good programming and that Mr. Nelson, as No. 2 man in Washington, should have periods of his own on schedules that still would insure him a vast audience. The networks and sponsors, through the Advertising Council and OFF, had willingly agreed to the original plan, and are now clearing time for the schedule of Monday night speeches by Mr. Nelson. The networks will take turns presenting him in rotation, offering him also to independent outlets.

Mr. Nelson is expected to pound away at the thesis he expounded last week when he asserted:

"We're on the spot. We're paying heavily for our complacency, for our selfishness, for our failure to peel off our shirts and do a job."

Radio's part in the great effort, along with that of other media, will be to "sell the war to the people", as one spokesman put it. What radio can and must do is already being told to networks, stations, advertisers and advertising agencies by the Government agencies set up for that purpose. They are already hard at work, laboring practically around the clock, to muster every resource at the command of the advertising industry.

An Advertising Liaison?

While officials expressed their satisfaction with the formation of the Advertising Council, talk persisted in Washington that an advertising liaison man might soon be chosen to coordinate the efforts of the combined media. Mentioned in this connection was Lee Anderson, until recently owner of the now-discontinued Detroit agency bearing his name. Mr. Anderson's agency formerly handled part of the Chrysler account, but he has retired from business and is understood to be available for Government service.

The Office of Facts & Figures has been mentioned. It would be the logical place for an advertising coordinator if one is chosen, since it is the operating agency of the Government whose function is to correlate information needs. The establishment of the post of advertising coordinator presumably would parallel that of the radio coordinator, who is already functioning in the OFF.

Most of the immediate radio effort, which is to impress upon the people that this is a battle of production in which every American can do his part even if he is not in the armed service, is centered in the OFF headed by Archibald McLeish, which has been designated as the clearing house for Governmental information, including all Government broadcasts.

Conferences with OFF

The radio division of OFF, headed by William B. Lewis, former CBS program vice-president, with Douglas Meservey, former assistant to the program vice-president of NBC, as his assistant, made arrangements for the Nelson broadcasts upon the initial suggestion of the Advertising Council.

Last week the OFF radio executives held exhaustive conferences first with the radio committee of the Advertising Council in joint session with a "program idea" committee of the four networks; and then with a committee representing all elements of the station side of the broadcasting industry.

The meetings, the first one held last Tuesday and the second on Friday, were largely in the nature of exploratory sessions, it was reported, designed to secure from the men who operate the radio structure and who produce the radio program suggestions as to how

Ruling to Clarify Procedure Under Freeze Order Awaited

A JOINT statement from the War Production Board and the FCC, detailing and clarifying the procedures to be followed under the Defense Communications Board's recommended "freeze order" of Feb. 12 [BROADCASTING, Feb. 16], is expected to be issued some time this week. It will have the effect of formalizing the adoption of the order.

Considerable confusion prevailed last week with respect to the status of current holders of construction permits for changed facilities of stations, as well as the prospects for new construction. Particularly acute was the situation where holders of CPs already have their equipment in hand or on order at factories ready for delivery.

Pool Proposed

One school of thought suggested that all such equipment be thrown into a "broadcasters pool", to be released at the discretion of the FCC in accordance with its determination whether any new services are needed. Attorneys for radio station were unable all last week to secure rulings on individual cases, even where equipment has already been delivered and installed and licenses covering CPs were merely awaited.

That present broadcast assignments will be frozen as they now exist, was regarded as a foregone conclusion. What to do with individual cases which do not impede the war effort, particularly if the military services are not demanding the equipment already built, is the big question mark.

Whether the joint WPB-FCC statement will take the form of regulations or be merely of a directive character, has not yet been decided, according to the best information available. The basic wording of the order itself as proposed by WPB-FCC has not been changed, it is understood, but the supplementary statement is deemed necessary to serve as a guidepost for future FCC decisions and for outstanding CPs covering new and improved facilities [see list on page 24].

The FCC's legal and engineering staff has drawn up a memorandum covering the subject, working in collaboration with WPB experts on priorities. But by Friday night the statement was not yet ready for release.

A copy was understood to have been sent to Chairman James Lawrence Fly, who is also chairman of the DCB. Mr. Fly was away all last week resting in Florida. He was expected back some time this week. In the meantime, Commissioner Clifford J. Durr has been acting as chairman.

they think radio can best present the war problem to the people.

Government officials spoke most earnestly to the groups about the gravity of the situation confronting America, the need for making the people conscious of the war production problem and the absolute necessity for "translating into radio time" the fact that days of sacrifice are at hand for even the most humble citizen.

The same committees are to return to Washington this week, the first again on Tuesday and the second on Friday, and it is expected that their members will bring back some concrete ideas on how best to utilize the radio medium. The meetings will probably be held on the same days each week for an indefinite period.

Meetings with Committees

The OFF representatives at the sessions, besides Messrs. Lewis and Meservey, were Frank Stanton and Philip Cohen. The first meeting, embracing the network and agency representatives, was attended by Charles Vanda, CBS; Madeline Ensign, program director of WOL, Washington (as alternate for Dolph Opfinger), for MBS; C. L. Menser, NBC; Charles Barry, Blue Network; A. K. Spencer, J. Walter Thompson Co.; Heagen Bayles, Ruthrauff & Ryan; John G. Hynes, Lord & Thomas; John A. Carter, Pedlar & Ryan; Arthur Pryor, BBDO; Frederic William Wile Jr., Young & Rubicam; R. J. Scott, Schwimmer & Scott; Kirby Hawkes, Benton & Bowles. The latter eight comprise the Advertising Council Radio Committee.

The second committee representing stations includes Neville Miller, NAB president; John Shepard 3d, president of the FM Network, who is now headquartering in Washington as liaison man for the Broadcasters' Victory Council; George B. Storer, Fort Industry Co., president of National Independent Broadcasters; James D. Shouse, WLW-WSAI, Cincinnati, for Clear Channel Broadcasting Service; John E. Fetzer, WKZO, Kalamazoo, for NAB; Eugene C. Pulliam, WIRE, Indianapolis, president of Network Affiliates Inc. The latter five comprise BVC. Mr. Storer was unable to attend last Friday's meeting.

It is expected that increased appeals to networks and stations will be made for time to be devoted to war programs and to the various Government departments engaged in war activities. However, the OFF is expected to provide checks and balances against unauthorized and irresponsible requests.

Following the Friday session, at which ways and means of best handling Government news and programs were explored, OFF radio officials re-emphasized the seriousness of their intentions — demanding time clearances on stations and networks if and as war needs require—by announcing that this Monday they were going into a huddle with Maj. Gladstone Murray, managing director of the Canadian Broadcasting Corp., to compare notes on how radio can play the most effective part in winning the war.

One suggestion already advanced, in the light of the Nelson series of talks on production and conversion to war needs, is that certain weeks be set aside for the various drives. Thus one week might be called Army Week and be devoted to concentrated radio campaigns for recruiting; another Treasury Week, with emphasis on the Defense Savings Bond Drive; another Rationing Week, etc.

Advertising Council Formed To Assist Government in War

THE Advertising Council, sponsored by leading industry associations and comprising representatives of advertisers, advertising agencies and media, has been organized to "help the Government utilize, for the purposes of inspiring and instructing the public concerning various phases of the war effort, the talents, techniques and channels of advertising, which in normal times have proved they can help shape the thinking and action of the public," according to an announcement by Chester J. La Roche, Young & Rubicam, chairman.

Mr. La Roche

Designed to coordinate the facilities of national advertising and to place them at the disposal of the Government to help in the total war effort, the Council will not itself attempt any creative work.

Plan Capital Office

Independent committees, composed of leading specialists in creative, production and media fields, will work closely with the Council in aiding the various Governmental departments make the most effective use of space and time made available to the Government by media and advertisers.

First discussed at the joint convention of the American Assn. of Advertising Agencies and the Assn. of National Advertisers last November [BROADCASTING, Nov. 17],

(*Continued on page 56*)

HOOKUPS FOR FDR WILL SET RECORD

MOST comprehensive shortwave hookup in the history of NBC's international division operations was arranged to carry the address on the four major networks by President Roosevelt on Feb. 23.

In addition to the NBC Pan-American network of 120 stations, which will carry the speech in Spanish as it is taken off the NBC domestic network at 10 p.m., special RCA Communications lines will send a Portuguese translation to Rio de Janeiro. A record version also will go over the Pan-American network at 11 p.m.

For European audiences, WRCA and WNBI, NBC's shortwave stations, and WBOS, Westinghouse shortwave station in Boston, will send the talk at 1:30 a.m. Feb. 24 in English, Turkish, German, Italian, French, Spanish, Portuguese and the transcribed recording of the President's own voice. All day the 24th, the address will be beamed to the rest of the world at intervals in nine different languages, including Danish and Swedish.

New Business Offsets Network Losses

ALTHOUGH the war and its concurrent curtailment of certain products promoted extensively by radio has caused some cancellation of radio campaigns since Dec. 7, 1941, the situation has been mitigated by replacement programs for those going off the air because of priorities, as well as by a gratifying number of new shows reported by each of the major networks to have started already or to be scheduled in the next month or so.

Most of the network changes—losses as well as gains—are due to normal business fluctuations which have no connection with the war.

CBS, adding up its program changes since America's entry into the war, notes four cancellations definitely due to war causes.

Replacement Series

Lipton Tea, because of uncertain shipments from Ceylon, on Feb. 1 cancelled Helen Hayes; Magazine Repeating Razor Co. will cease sponsorship of *Duffy's Tavern* March 12 due to priorities; Ford Motor Co. discontinues its *Sunday Evening Hour* with the March 1 broadcast, while Chrysler Corp. has already cut the *Major Bowes Amateur Hour* to a half-hour. Both of the latter changes by the automobile companies are brought about by the war.

To offset these cancellations, CBS states that *Duffy's Tavern* will continue for General Foods Corp., and that its new shows include *Junior Miss* for Procter & Gamble Co.; *Frazier Hunt* for General Electric Co.; *That Brewster Boy* for Quaker Oats Co., formerly on NBC; *The World Today* for United Fruit Co., and the following new shows, which started in January: *How'm I Doin'*, for R. J. Reynolds Tobacco Co.; *Elmer Davis Edits the News*, for Johns-Manville Corp.; *First Line Defense*, for Wm. Wrigley Jr. Co.

CBS also reports two new series on its Pacific Coast network: *Jane Endicott, Reporter*, for Sunnyvale Packing Co., and Bob Garred for Soil-Off Mfg. Co.

The only two cancellations reported by Mutual as due to the war occurred before Dec. 7. American Can Co. dropped its program in the summer and Tayton Co. in November, both because of anticipated shortage of material. Richfield Oil Co., which cancelled *Confidentially Yours* when the oil and gas situation was first considered serious last fall, has resumed the series. Since January, new shows have started on Mutual for four sponsors, including Conti Products, Fleischmann's Yeast, Seventh Day Adventists and Regent cigarettes.

Changes on Blue

Wren Thrivo Dog Food cancelled its sponsorship of the Moylan Sisters on the Blue Network, because of the canning priorities, Hecker Products took over the program the following week in February. Also on the Blue, Mennen Co., unable to get alcohol priorities for its cosmetic products, discontinued *Capt Flagg & Sgt. Quirt*, which moved to NBC for Brown & Williamson Tobacco Co.

Canada Dry has cancelled *Michael & Kitty* for its soft drink Spur, affected by the sugar shortage, and the Blue has acquired two new accounts to start in March, Carter Products and the Ontario Travel Bureau.

NBC's only war casualty is the Morrell Dog Food program featuring Bob Becker, which goes off March 22. The Brown & Williamson show, *Wings of Destiny*, also was forced off the air because of the information it gave about airports as well as its weekly offer of an airplane, the company substituting *Capt. Flagg & Sgt. Quirt* at the same time.

During January and February to date, NBC has started new shows for the following sponsors: Ohio Oil Co., Signal Oil Co., Alber Milling Co., International Salt Co. Libby-Owens-Ford Glass, Benjamin Moore & Co., and R. J. Reynolds Co.

Spot Activity

That the same conditions of more than enough new business to compensate for any wartime cancellations exist in the spot field as well as for network business, is generally reported by station representatives. Specific demonstration of the state of spot business is given by Charles Michelson transcription producer, who reports that between Dec. 8 and Feb. his organization conducted a survey among 57 local advertisers in all parts of the country who are using Michelson transcriptions ranging from one-minute announcements to half-hour programs, to determine the effect of the war

(*Continued on page 57*)

Right to Sponsor Bond Series Asked

6th NAB District Proposes Treasury Grant Authority

UNDER a resolution adopted by the 6th District of the NAB, held Feb. 18 in the Hotel Roosevelt, New Orleans, the U. S. Treasury was asked to permit sponsorship of its scripts and other program material.

Mr. Wooten

Edwin W. Craig, of WSM, Nashville, concluding his sixth term as director of the 6th District of NAB, tendered his resignation, giving the press of other work as reason for his retirement. Hoyt B. Wooten, president and general manager of WREC, Memphis, was elected unanimously to succeed Mr. Craig following adoption of a resolution in which the members of the district expressed their thanks to Mr. Craig for his work as director.

Following the all-day meeting, Mr. Craig was guest of honor at a banquet tendered by New Orleans broadcasters.

Support Voted BMI

The new station contract of Broadcast Music Inc. was discussed by Carl Haverlin, vice-president of BMI. Continued support of BMI was adopted in a resolution which followed and similar action was urged for other sixth district broadcasters. Leonard Callahan, general counsel for SESAC, and Robert Murray, public relations director of ASCAP, outlined their services in other addresses.

At the noon luncheon of the meeting, delegates were guests of the New Orleans stations. Speakers included Maj. F. R. Worthington, U. S. Marine Corps; Robert Coleson, Radio Section of the Public Relations Branch, War Department; and Lieut. Robert Read, USN, public relations officer for the eighth Naval District.

At the afternoon session, the speaker was Robert Richards, assistant to J. Harold Ryan, Assistant Director of Censorship for Broadcasting, followed by a round-table discussion of censorship matters. Other speakers heard included Claude Barrere, NBC Thesaurus; Herbert Denny, Standard Radio; and Cy Langlois, Lang-Worth who gave information on their services. C. E. Arney Jr., assistant to NAB president Neville Miller, detailed activities of the meeting.

New Orleans was endorsed as the site of the 1943 convention of the NAB. Present were:

E. A. Alburty, WHBQ; H. V. Anderson, WJBO; George Blumenstock, and Robert L. Sanders, WSKB; Mrs. Frank B. Cashman, WIBC; Rev. F. A. Cavey and W. H. Summerville, WWL; Jack M. Draughon, WSIX; P. K. Ewing, WDSU; F. C. Ewing, WGCM; Jimmy Gordon, WNOE; James Hanrahan, WMPS; Wiley P. Harris, WJDX; Harry Stone and Douglas Henry, WSM; J. C. Liner Sr. and J. C. Liner Jr., KMLB; John C. McCormack, KWKH; A. H. Noble and F. C. Sowell Jr., WLAC; Jack Parrish, KOTN; Harold Wheelahan, WSMB; Earl Winger, WDOD; C. J. Wright, WFOR; H. W. Slavick, WMC; Hugh M. Smith, WAML; Jess Swicegood, WKPT; S. C. Vinsonhaler, KLRA; Roy Wooten, WREC; G. E. Zimmerman, KARK; C. E. Arney Jr., NAB; Claude Barrere, NBC; Leonard D. Callahan, SESAC; I. T. Cohen, Robert L. Murray and S. Stephenson Smith, ASCAP; Carl Haverlin, BMI; Herbert Denny, Standard Radio; William Gaudet, INS; Cy Langlois, Lang-Worth; Ted Maloy, UP; Maj. F. R. Worthington, Marine Corps.

Broadcasters Victory Council

INDUSTRIAL LIAISON in Washington for the duration is Broadcasters Victory Council, with John Shepard 3d (center), Yankee Network president, as the chairman. The council was formed in late January [BROADCASTING, Feb. 2]. Other members are: George B. Storer (upper left), president of Fort Industry Co. and interim president of NIB; James D. Shouse (upper right), vice-president of WLW-WSAI, for Clear Channel Broadcasting Service; John E. Fetzer (lower left), owner of WKZO, Kalamazoo, and NAB director, for the NAB; Eugene C. Pulliam, president of WIRE, Indianapolis, and president of Network Affiliates Inc.

Broadcasters Victory Council Duties Are Mainly Liaison, Declares Shepard

TO CLEAR UP misunderstanding about the purpose and functions of the Broadcasters Victory Council, which has established headquarters in Washington, John Shepard 3d, president of the Yankee Network and chairman of BVC, issued a statement last week emphasizing that "BVC is an emergency organization designed to provide a much-needed ball-bearing between the numerous Government agencies and the business of broadcasting."

Mr. Shepard is devoting his full-time to BVC activities in Washington, having taken offices in the Munsey Bldg. Each week he is sending out a bulletin to all stations, regardless whether they are affiliated with the trade groups making up the BVC. His statement was included in his bulletin of Feb. 18, in which he went on to state:

"In this capacity, it has no intent to negotiate, intercede, arbitrate or meddle in any industry problems that are not outgrowths of the situation in Washington.

"The Council cannot go into labor disputes, music agreements, rate structures and the hundred-and-two other worries which broadcasting always had to face.

"To all these have been added today the problems of censorship, the demands of Government agencies and the mounting necessity for super-charged public service.

"Such things alone — and they present a formidable front — are the fulltime concern of the Broadcasters Victory Council."

First Freeze CP To Kodiak, Alaska

Need for Radio Coverage in Territory Is Recognized

BASING its action on an apparent need for broadcast coverage in an area at present not receiving a primary signal, the FCC last Tuesday issued a construction permit for a new station in Kodiak, Alaska, 250 watts fulltime on 1230 kc. Permitee is Edwin A. Kraft, licensee of KINY, Juneau, Alaska, and owner of Northwest Radio Advertising Co., Seattle agency.

The grant is the first since the DCB issued its projected "freeze" order of Feb. 12, leaving the FCC with only limited discretionary powers in alloting new station facilities [BROADCASTING, Feb. 16]. New grants, as in the Kodiak application, under the order are to be issued only after the FCC has definitely determined that the proposed service area is underserved and does not receive a primary signal from any other station. At present the nearest station to Kodiak is the 250-watt KFQD, Anchorage, Alaska, 230 miles to the north. Kodiak is on Kodiak Island, off the southern coast of Alaska and is adjacent to the Alaska Peninsula leading out to the Aleutian Islands.

Other Commission actions last week included the granting of a CP to KGIW, Alamosa, Colo., to increase to 250 watts fulltime with a new transmitter, and the granting of a modification of license to KTNM, Tucumcari, N. M., to change hours of operation from unlimited to specified.

Designated for hearing were the new station applications of Chambersburg Broadcasting Co., Chambersburg, Pa., 250 watts on 1340 kc.; William L. Klein, Oak Park, Ill., 250 watts on 1490 kc.; Murfreesboro Broadcasting Co., Murfreesboro, Tenn.; Andrew L. Todd, Murfreesboro; Nashville Radio Corp., Nashville Tenn. The latter three, all seeking 250 watts on 1450 kc., will be heard jointly.

Fact Revelation Penalty Is Advocated by Biddle

IN IDENTICAL letters to House Speaker Sam Rayburn (D-Tex.), and Chairman Frederick Van Nuys (D-Ind.), of the Senate Judiciary Committee, Attorney General Francis Biddle last Monday urged penalties of $5,000 fine or two years in jail for unauthorized persons who reveal secret or confidential information of the Government.

The recommendation, evidently aimed at radio news commentators and newspapers, will "tighten censorship, voluntary and mandatory," Senator Van Nuys said. Attorney General Biddle explained that though there are present laws imposing criminal penalties on persons who conceal, destroy or multilate confidential or secret Government documents, there is no legal compulsion against making these documents or copies of them available to other interested parties.

President May Settle Shortwave Dispute

Federal Agencies Disagree Over Methods

PRESIDENT Roosevelt may shortly be called upon to enunciate a policy with respect to the operation of this country's international shortwave stations.

Differences arising between some of the private operators and the Donovan Committee on the one hand, and between the Donovan Committee and the Rockefeller Committee on the other, are expected to require intervention of the Chief Executive, who presumably would be guided in his decision after consultations with officials of the FCC and the Donovan and Rockefeller committees.

Subsidy Proposed

The Office of the Coordinator of Information, or COI, as the Donovan Committee is popularly known, has proposed a virtual subsidy to all the private shortwave operators if they will lease all of their time to that agency, and use the funds to increase their powers and otherwise improve their facilities while continuing privately to maintain complete technical and partial program operations.

The Office of the Coordinator of Inter-American Affairs, or Rockefeller Committee, is represented as favoring the formation of a separate Government-owned or combined company-owned corporation to take over and operate the international broadcasting facilities as a monopoly somewhat along the lines of the British Broadcasting Corp.

Conversations between COI officials and the licensees of the shortwave stations have been continuing for more than a fortnight over a COI proposal that they enter into voluntary lease arrangements whereby COI will control all of the time on the stations with the exception of 4 p.m. to midnight, which would be allocated to the Rockefeller Committee because those hours are regarded as the most favorable for reception in the Latin American countries [BROADCASTING, Feb. 9].

Rockefeller's Sphere

The Rockefeller Committee's sphere of activity embraces the Western Hemisphere, while the Donovan Committee is assigned all the rest of the world for its radio and other information gathering and disseminating activities.

The COI, in projecting its scheme, calls it a "voluntary plan of cooperation" under which existing stations, and others to be built by private operators or nonprofit foundations, would remain in private hands but be coordinated into a programming structure that, except for the time allocated to Rockefeller, would be directed by the COI.

This, it is contended, would retain the principle of private operation during and after the war, and yet give the Government the control it must exercise to utilize the shortwaves to their greatest advantage in the immediate emergency.

The COI project calls for payment to the operators of their maintenance costs, including underwriting the expenses of and securing priority clearances for equipment to increase the powers of the stations, so that their signals may enjoy more widespread reception in enemy countries as well as among the populaces and troops of the United Nations overseas.

Private Operators' Position

Most of the private operators are said to be taking the position that they will do anything the Government wants them to do during the present crisis. Toward those who object to the leasing plan, some COI officials take the attitude that they can remain outside the setup if they choose but that the plan will be put into effect anyhow.

'Voluntary Enlistment'

COI officials call the plan a "voluntary enlistment" of private shortwave resources for the duration. They propose that most of the programming shall be done by the private broadcasters from studios in New York, and they intend to draw upon the foreign-language producing talent of the existing setups and to utilize what they regard as the best of it. COI will also produce programs and indeed is already very active in the shortwave field, particularly in processing and furnishing news reports to the stations.

All of the programs would be fed into the COI switchboard at its studios at 270 Fifth Ave., New York, and thence carried to all or selected stations of its so-called Bronze Network. That network now links all but one of the privately owned shortwave stations for foreign-language programs initiated by the COI.

The only shortwave outlet not on the Bronze Network is General Electric's 50,000-watt KGEI at Belmont, near San Francisco. Projected recently also is a second Pacific Coast shortwave outlet, the 100,000-watt KWID, which Wesley I. Dumm, owner of KSFO, is now building at San Francisco. These stations direct their signals primarily to the Far East.

Both COI and the Rockefeller groups insist they have no intention of stepping into the domestic broadcasting field. Their interest in shortwaves is born of the war emergency, the former proposing to use radio as a weapon of propaganda throughout the war world and the latter using it to further Inter-American relations.

'Foot in the Door'

Objections to the COI plan are said to be based primarily upon the argument that it means a "foot in the door" that may later be opened wider to lead the way to Government operation of domestic broadcasting. This is countered by the assurance that Government operation of standard-band stations is not contemplated at all, but that the war emergency requires more strenuous shortwave activity than the private operators have yet been able to exert.

Several of the large shortwave operators are reported to have declared they will willingly go along with any policy which the Government decides upon—whether the semi-private leasing plan projected by COI or the one-big-company proposal of the Rockefeller Committee.

One Big Company

On behalf of the Rockefeller Committee, it was emphasized that the great need is for improvement and unification of the facilities and that the COI plan is only a "partial answer". Either the status quo should be maintained, with the private operators continuing to run their stations themselves now for reasons of patriotism, prestige or publicity, or one big company should be formed to do the whole job, it was said.

The big problem, the Rockefeller Committee holds, is one of physical coordination—the providing of adequate power and beams to reach those portions of the world, especially the Latin American countries, not now being sufficiently served. Upon this point there is evident agreement between the two committees, but it is the modus operandi that has created the differences.

A Rockefeller official, pointing to what he regarded as a flaw in the COI's plans, asserted, "why should the taxpayers' money be spent for what we are now [illegible]

(Continued on page 55)

Transmitter, Tube Plants Face Complete Wartime Conversion

Receiver Manufacturers Rapidly Make Complete Military Shift; Jansky May Take WPB Post

PLANS for complete conversion of transmitter and tube manufacturing plants for war needs are now being considered, with effective action expected within a short time, it was indicated last Wednesday by War Production Board officials.

With definite word having been given that radio receiver manufacturing is slated for complete war conversion, a similar situation in the transmitter and tube manufacturing field was expected to follow the recommendations of the Defense Communications Board virtually freezing station allocations.

It was stated to BROADCASTING last Wednesday by Leighton H. Peebles, chief of WPB's Communications Branch, that allocations of materials for transmitting equipment would be cut entirely except construction materials allocated to broadcasting facilities upon request from Naval or Army quarters.

The Communications Branch is also preparing a maintenance and repair order for the entire communications industry, including broadcasting, which will be issued shortly.

Jansky May Head Radio

Coincidentally, it was learned on good authority, there is a probability that C. M. Jansky Jr., prominent Washington consulting radio engineer, will be appointed chief of the radio section of the Communications Branch. Mr. Jansky, who was out of the city last week and could not be reached for verification, is senior partner in the firm of Jansky & Bailey, which is already working on radio scientist personnel allocations for the National Defense Research Committee.

Mr. Jansky

A former electrical engineering professor at the U of Wisconsin, Mr. Jansky is also a past president of the Institute of Radio Engineers. If he takes the job, he presumably will be required to withdraw from private consulting practice.

No Labor Problem

Mr. Peebles had previously pointed out [BROADCASTING, Feb.16] that in the transmitter field defense orders now exceed productive capacity of plants. With civilian demand for apparatus held down by freeze-order controls, the turn-over to full war need manufacture will be virtually automatic.

On Wednesday, Mr. Peebles stated that conversion problems of the various manufacturers would be given individual consideration, so conversion would not exact un-

(Continued on page 50)

1

Multiplying Industrial Payrolls

Mammoth new industrial projects abuilding and nearing completion in Oklahoma will pour millions of dollars into trade channels. By the end of 1942 in the Oklahoma City area alone, industrial payrolls will be quadrupled; influx of workers is expected to increase population 33⅓%.

2

Steeply Ascending Farm Income

Oklahoma farmers handled more dollars in 1941 than in any year since 1928. An average crop this year will easily bring Oklahoma farmers $300,000,000 and may crowd the peak year of 1924 when farm income was $365,000,000. In fact, the outlook for crop production could hardly be better.

3

Radio Station WKY

In cities, in towns and on farms, WKY is the station most Oklahomans listen to most, the station best able to turn Oklahoma's expanding income into sales . . . to keep registers ringing for you!

WKY

OKLAHOMA CITY

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING CO.
THE DAILY OKLAHOMAN AND TIMES • THE FARMER-STOCKMAN
KVOO, COLUMBIA BROADCASTING SYSTEM (AFFILIATED MUTUAL)
REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

Capital Society Pays for a Program

Garfinckel's Class Apparel Sold at Joint Hotel Charity Project

By MARGUERITE L. SITGREAVES

AT $1 PER TICKET, Washington's flossiest socialites clamor to attend a combined broadcast and style show at the Capital's fashionable Hotel 2400. There they enjoy a radio program, aid patriotic charities and buy quantities of class wearing apparel provided by the exclusive Garfinckel's department store. Often they buy apparel right off the mannequins. Always reluctant to do any advertising, Garfinckel's name is not associated with the program as sponsor. But the radio trade understands that the famous store takes care of half the freight, with Hotel 2400 putting up the other half. Every Saturday the 'Embassy Day at Hotel 2400' program draws swarms of paid customers from the ranks of Cabinet wives, embassies, Congressional circles and other branches of Washington's social set. The writer of this article handles script for the fashion program.

WEEKLY Washington 15-minute broadcast on WJSV, Saturdays, 1:30-1:45 p.m., *Embassy Day at Hotel 2400*, started off Dec. 6 as an ambitious three-fold patriotic gesture. The program's purpose is to help make the capital of the United States more Latin American conscious, to contribute to the American Red Cross, to sell U. S. Defense Bonds.

In the first 11 weeks of broadcasting, besides accomplishing all three original purposes most successfully, the hotel's dining room patronage has been increased to the point where a larger kitchen staff is a definite requirement. And social Washington, in broadcast attendance, is buying smart wearing apparel while enjoying the buffet luncheon in the ballroom.

It's really quite a feat that has been accomplished and Hotel Manager Richards insists if the attendance keeps on growing, he's going to need Superman in person to handle the trade. Here's how it all began.

Social Center

Hotel 2400, long established and popular in Washington, was crowded as all Washington hotels are during the wartime activity. Meredith Howard, well-known woman commentator with a wide acquaintance in social, diplomatic and theatrical circles, resided at the hotel.

November last, Miss Howard who felt that the international goodwill value in a series of Embassy broadcasts was of tremendous importance, particularly at this time, mentioned her three-fold idea to Earl Macintosh, president of Hotel 2400. Mr. Macintosh agreed immediately and decided to inaugurate the Embassy broadcasts which have never been attempted before and are only possible with Washington as the source. It was decided that 25% of all proceeds would be turned over to the American Red Cross in the form of U. S. Defense Bonds. The initial program, British Embassy Day with Lady Halifax, wife of the British Ambassador to the United States, went over the air the first Saturday in December from the Lounge Riviera, Hotel 2400.

Little advance publicity was given to British Embassy Day. The Lounge Riviera holds 250 luncheon guests. Not much was expected in the way of attendance, but the place was completely sold out. One week later, for Peruvian Embassy Day, the broadcast was moved to the large ballroom of Hotel 2400. Now in the 11th week of the program, the ballroom is packed, the adjoining Palm Room and the small cocktail room immediately to the side, are filled to capacity. Each Saturday patrons are turned away and the main dining room of Hotel 2400 is showing a most satisfactory daily increase.

Each broadcast is a diplomatic luncheon program, presided over by Meredith Howard whose personally invited guests including men and women nationally prominent in military, governmental, diplomatic and congressional sets, are introduced weekly. An American Red Cross executive is in regular attendance.

A native dish of the country honored is featured on each menu. Perfume favors are given the ladies. The Ambassador or Minister representing the Embassy, is interviewed by Meredith Howard along "Good Neighbor" lines, all to an appropriate musical background, tables in V-shape formation, the 21 Pan-American and Allied flags flying.

Defense Costumes

As to the actual selling of women's apparel in connection with Embassy Day at Hotel 2400? From the first broadcast on, for fashion interest, Garfinckel's, the capital's exclusive store for women's apparel, has provided a fashion show with Washington debutantes and society matrons acting as mannequins.

The costumes are interpreted by Meredith Howard from a defense angle. Materials as affected by priorities, styles as adapted to wartime activities meeting both psychological and practical needs, are stressed. Each Saturday, Washington socialites are buying many of the expensive Garfinckle hats, dresses and coats directly from the mannequins.

To date, in addition to Great Britain and Peru, the countries of Turkey, Mexico, China, Belgium, Poland, the Philippines and Venezuela have been honored on Embassy Day at Hotel 2400. In some instances young women from the embassies wear native costumes. On the Feb. 28 broadcast, hundreds of dollars in Defense Bonds are to be turned over to the American Red Cross.

This event is to be covered by a special assignment of photographers sent from a national pictorial magazine. News of each broadcast is sent to South America through foreign correspondents attending each Embassy luncheon. Reservations for the broadcasts are being made weeks in advance; the luncheon is gaining the reputation of being the most brilliant affair in Washington.

Hostess and originator, Meredith Howard, is known as Washington's "Minister of Goodwill", and sponsor Hotel 2400 is convinced beyond dispute that if you "cast your bread upon the airwaves, it comes back layer cake."

No Commercials

This prestige program carries no commercials. The name of the hotel falls naturally throughout the script; the fashion show with the defense angle and prominent mannequins, is highly narrative.

A sponsored show with no direct mention of sponsorship!

A radio program so painlessly and subtly commercial that the dining room "studio" audience and the air-following do not, as a whole, realize the show is sponsored!

Unusual?

Practically unheard of — and highly successful. Perhaps a new radio art in the dawning?

EMBASSY CIRCLES provide themes for the unique charity-style-radio events at Hotel 2400, Washington. At the recent Venezuelen Day program, this group took the lead (l to r): Senor Arturo Lares, embassy counselor; Mrs. Henry Bell Gwynn, daughter of Patrick J. Hurley, U. S. Minister to New Zealand, modeling a fur coat; Meredith Howard, m.c. of the program; George A. Richards, manager of the hotel.

Discs for Musical Show

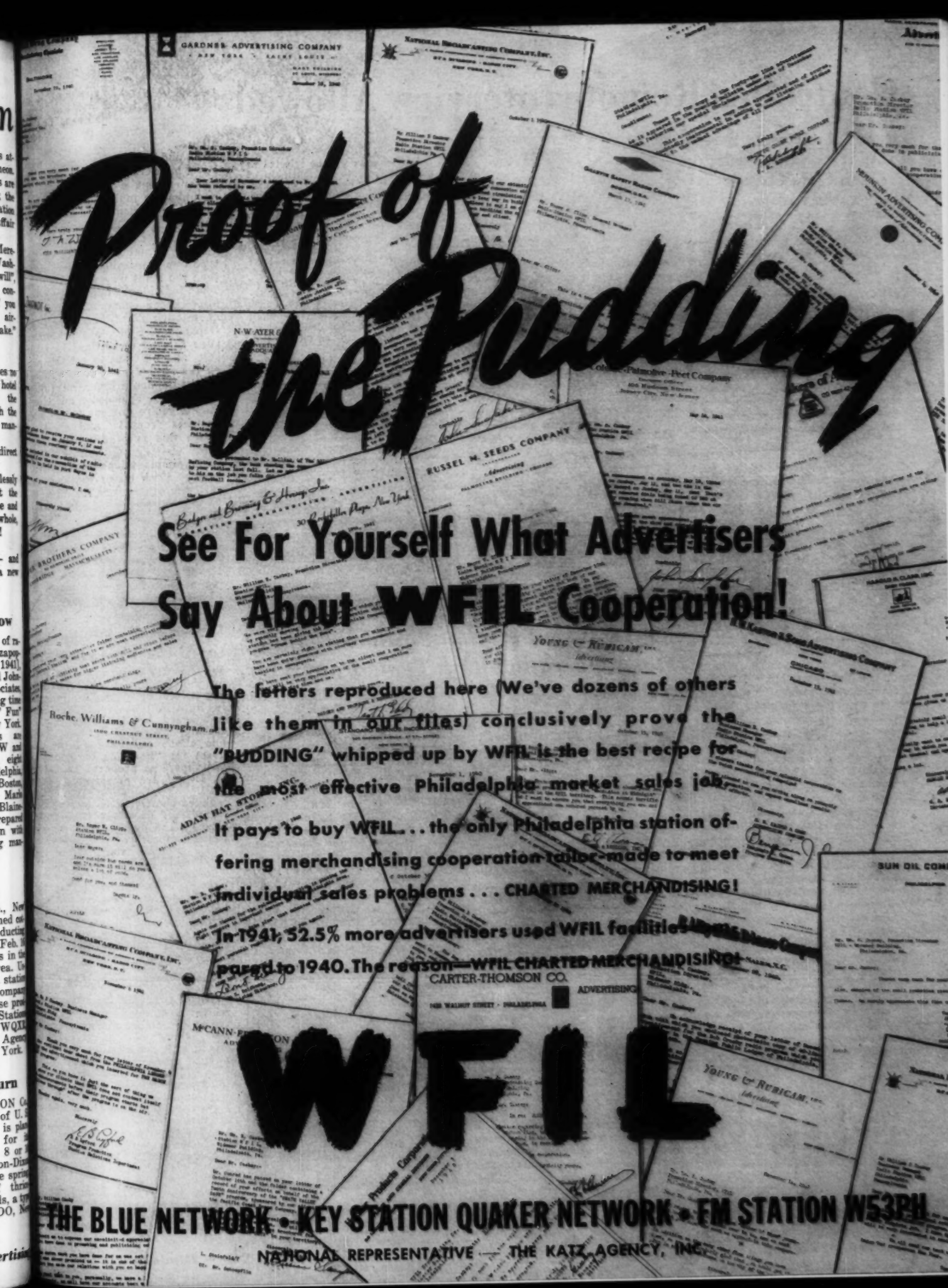
FOLLOWING successful use of radio to sell tickets for "Hellzapoppin" [BROADCASTING, Nov. 3, 1941], the comedy team of Olsen and Johnson and their producing associates, the Messrs. Shubert, are using time for their new show "Sons O' Fun" at the Winter Garden in New York. One-minute transcriptions are broadcast on WABC, WNEW and WOV, New York, and on eight other stations in Philadelphia, Hartford, New Haven, Boston, Baltimore and Washington. Mark Lewis, radio director of Blaine-Thompson Co., New York, prepared the programs in cooperation with C. P. Grenaker, advertising manager for the Shuberts.

Sheffield Spots

SHEFFIELD FARMS Co., New York, for three of its creamed cottage cheese products is conducting a six-week campaign from Feb. 16 till Easter on seven stations in the New York Metropolitan area. Using a total of 425 50-word station break announcements, the company is promoting the three cheese products in two-week periods. Stations are WABC, WMCA, WOR, WQXR, WHN, WNEW and WINS. Agency is N. W. Ayer & Son, New York.

Steel Firm to Return

TENNESSE COAL & IRON Co., Birmingham, a subsidiary of U. S. Steel Co., again this year is planning a spot campaign for its chicken-wire fences, using 8 or 10 stations south of the Mason-Dixon Line. Series, to start in the spring, will probably consist of three weekly quarter-hour periods, a type undecided. Agency is BBDO, New York.


Proof of the Pudding
See For Yourself What Advertisers Say About WFIL Cooperation!
The letters reproduced here (We've dozens of others like them in our files) conclusively prove the "PUDDING" whipped up by WFIL is the best recipe for the most effective Philadelphia market sales job.
It pays to buy WFIL . . . the only Philadelphia station offering merchandising cooperation tailor-made to meet individual sales problems . . . CHARTED MERCHANDISING!
In 1941, 52.5% more advertisers used WFIL facilities compared to 1940. The reason—WFIL CHARTED MERCHANDISING!
WFIL
THE BLUE NETWORK • KEY STATION QUAKER NETWORK • FM STATION W53PH
NATIONAL REPRESENTATIVE — THE KATZ AGENCY, INC.

Controlled Remote Interview Allowed

Ryan Approves Series With Safeguards; No Code Change

ADEQUATELY safeguarded, certain types of man-on-the-street programs will be permissible under the Wartime Censorship Code —but only after each particular program and its method of presentation have secured the written approval of the radio division of the Office of Censorship under J. Harold Ryan.

This was made known last week after Mr. Ryan's office had given a go-ahead to Hulbert Taft Jr., manager of WKRC, Cincinnati, covering a program in which preselected interviewees, chosen by civic and educational organizations, are questioned and the questions and answers pre-written before being broadcast. To guard against deviations from the script, the program keeps two announcers and an engineer on the job at all times.

Careful Check

If this is not sufficient safeguard, it is agreed that the rehearsed program shall be transcribed and that the broadcast will go on only after a time-lag.

Mr. Ryan, in reporting that his office had approved for broadcast this variation of the conventional quiz or man-in-the-street program, upon which the Code [BROADCASTING, Jan. 19] otherwise frowns, pointed out that Mr. Taft had "revised the format of his show so as to apply safeguards deemed essential for protection against its possible use for subversive purposes."

He called attention to the fact that the adequacy of the safeguards adopted in this instance was dependent upon the use of more personnel and equipment than ordinarily are available to smaller stations. For this reason, he urged that other station managements consult the Office of Censorship about their specific problems before instituting substitute programs which, in their own opinion, might provide the necessary safeguards.

"Virtually every program of this general type varies in some degree from the others," Mr. Ryan said. "For this reason, no blanket approval of substitutes can be given in advance. Broadcasters who feel that they could make use of such programs and still fulfill their obligations of self-censorship should submit their specific program structures to the Office of Censorship for review and interpretation."

In other words, the approval of the WKRC program is not to be construed as blanket approval for similar programs, each one of which must be acted upon individually. The Office of Censorship is inclined to give station managements the best possible break under the Code, but no chances will be taken that might lead to slip-ups.

Not a Deviation

Mr. Ryan emphasized that the ruling in the WKRC case was not in any way a deviation from the Code provision which states, "Generally speaking, any quiz program originating remotely, wherein the group is small, and wherein no arrangement exists for investigating the background of participants, should be discontinued." While this section of the Code refers specifically to man-on-the-street interviews, airport interviews, etc., Mr. Ryan asserted that safeguards are provided through the office of Censorship's rigid requirements that every broadcaster submit his case for individual ruling. There are to be no deviations from the basic purposes of the Code, he asserted.

Conditions to be outlined by station managers in presenting their cases for approval by the Office of Censorship are suggested by the Broadcasters' Victory Council in a letter to all stations last week. The letter suggests:

> The broadcaster will maintain complete control over all persons allowed access to the microphone, and the master of ceremonies shall be fully conversant with the Wartime Code.
>
> Participants will be selected in advance from the membership of accredited clubs, civic organizations, or educational institutions.
>
> Precautions will be taken to see that unauthorized persons are excluded from the microphone through the use of an assistant to the m.c.
>
> Interviewees will be invited far enough in advance of the broadcast to allow presentation of proper credentials to the announcer or master of ceremonies.
>
> The master of ceremonies shall be equipped with a device for instantaneously cutting off the program if necessary.
>
> The program will be transcribed and broadcast at a later time or day so it may be thoroughly checked by the production department before going on the air.
>
> If you write the Office of Censorship on this matter and do secure its permission to proceed on the basis of such safeguards, too much stress can not be placed on the need for living up to your promised caution. One slip by a single station, and the entire privilege can be revoked, to the detriment—both in reputation and finances—of the entire industry.

No Strange Sponsors

John Shepard 3d, president of Yankee Network and chairman of the BVC, from his Washington office added another warning with respect to "strange sponsors" in his letter to the trade.

"Along these same lines," he said, "we drop a warning that may seem all too superfluous. But this is war, and every eventuality must have barriers set up against it. Never accept a commercial from an unknown individual who comes into your station, pays down cash, and wants his announcement put on the air as soon as possible.

"Any actual occurrence of this type would probably be more subtle than the blunt way we've stated it. The individual might introduce himself, for example, as the new advertising manager at the Jones Department Store. 'We're having a rush sale of umbrellas,' he might say, 'and we want to get this plug on the air before it stops raining.' Maybe the Jones Department Store *has* been a spasmodic advertiser. Maybe you're anxious to get more business from it, and decide to oblige this new advertising manager.

"A simple telephone call, however, a quick bit of checking, and then you can be sure it's all on the up-and-up. Never accept business from an unknown firm until you've checked and found that it's authentic. And, even more important, be sure that your personnel understands this. Broadcasting's traveling a trail these days where the foot has only to slip once."

KPAS, New Fulltime Pasadena Outlet, Starts Operation With Temporary 5 kw.

UNDER SPECIAL temporary FCC authorization, KPAS, Pasadena, Cal., authorized last Sept. 9 as a new 10,000-watt fulltime station on 1110 kc., on Feb. 16 started operating temporarily with 5,000 watts on an 18-hour daily schedule after several delays caused by technical difficulties.

J. Frank Burke, president and general manager of Pacific Coast Broadcasting Co., operating the station, stated that KPAS will continue under the present setup until early May when a 10,000-watt Western Electric transmitter is installed.

KPAS currently is utilizing a Collins 5,000-watt transmitter, with a three-tower Wincharger directional antenna. Studios located in the Huntington Hotel, that city, are Western Electric equipped. Transmitter is located at El Monte, Cal.

Other Personnel

Loyal K. King is executive assistant to Mr. Burke, with John L. Akerman, commercial manager, and John A. Smithson, chief engineer. Other staff personnel includes: C. H. Leinhaas, formerly with WOC, Davenport, Ia., and WHO, Des Moines, program and production manager; Joan Shaffer, formerly of KFAC, Los Angeles, commentator and director of women's programs; J. Newton Yates, musical director.

Announcing staff consists of Jack Gregson, formerly of NBC and CBS, San Francisco; Paul Langford, formerly of KMPC, Beverly Hills, Cal.; Gordon Burke, formerly of KGMB, Honlulu; Kani Evans, formerly of KIRO, Seattle. News bureau is operated by Bill Holmes, formerly of NBC, San Francisco; Paul Hulderman, formerly writer on the *Shanghai* (China) *Express;* Keye Maxwell, formerly publisher of the *Fullerton* (Cal.) *News-Tribune.* Sales executives are Jack Withington and Charles Hughes, formerly of KFAC, Los Angeles; Howard Tullis, formerly of KIEV, Glendale, Cal.; Marshall Walker, new to radio. Pat Walsh, formerly of KFVD, Los Angeles, is studio chief technician, and Hal Lea, music librarian.

Messrs. Burke, Akerman and King at Launching of KPAS

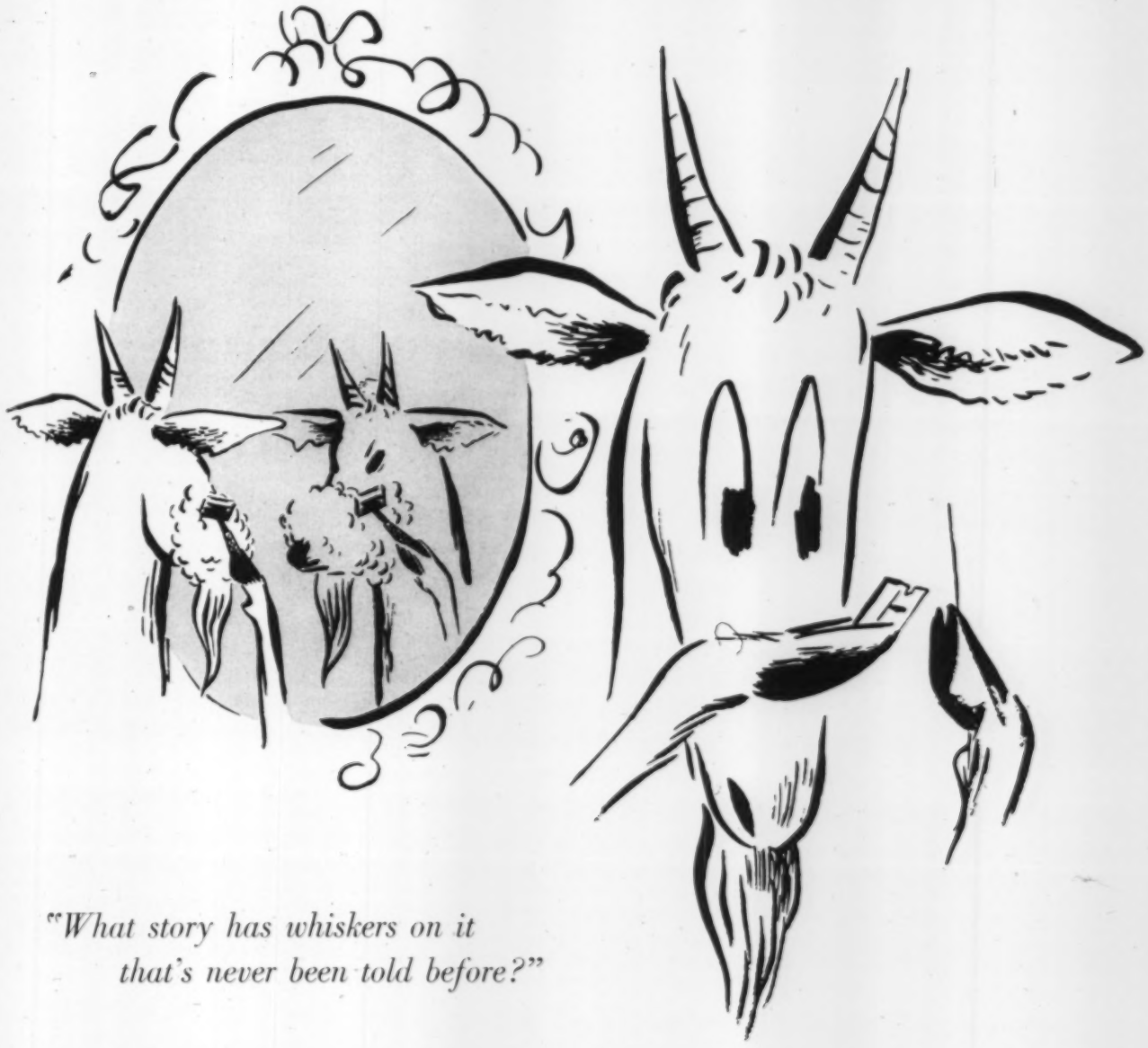
'Town Hall' Adopts Rule to Abide by Censorship

TO CLARIFY the question period of the Blue Network *American Town Meeting of the Air* program in light of the censorship rules announced by the Office of Censorship, Town Hall, New York, has announced its ten-point program for "Freedom of Speech in Wartime," as prepared by George V. Denny Jr., president of Town Hall.

Since shortly after war was declared, all questions have passed through the hands of an editorial board composed of members of the *Town Meeting* staff, before they reach the air, according to the statement. Anyone may ask a relevant question following the prepared addresses, but rather than have Mr. Denny, the moderator, reject improper questions on the air, a member of the staff reviews them before they are asked.

Pertussin Spots

SEECK & KADE Co., New York, which is running a winter campaign for Pertussin cough syrup using spot announcements on about 25 stations, has been testing a five-minute transcribed feature titled *The Singing Neighbor* on four stations since mid-January, and last week added 12 more stations, bringing the total to 16. The campaign of thrice weekly broadcasts will run for nine more weeks on WJR WGN KYW WWJ WBAL WNAC WBEN WCHS WGAR WOW WTIC WLAW KDKA KOMO and WFBL. Single exception in the schedule is WIOD, Miami, which presents the series five times weekly for a six-week period. Agency is Erwin, Wasey & Co., New York.



"What story has whiskers on it that's never been told before?"

We are referring, quiz-fashion, to the recent experience of a razor blade manufacturer, over KDKA.

With one-minute announcements, they made a special offer on their famous whisker harvesters. "We hope per-inquiry-cost will average about 15 cents," the advertiser confided.

Well, not to take too much time rubbing the lather in, inquiries cost them 5.7 cents apiece. That is, the announcements drew nearly *three times the response they considered par.*

Which illustrates why keen advertisers choose KDKA. They know that KDKA breaks par as regularly as they mow the old whiskers.

And it's not done with mirrors. It's done with a 56-county Primary. With a million and a quarter radio families in 500 towns. *Four* Pittsburghs!

If this razor blade story has whiskers on it, it's because we've told so many like it. For some more good stories, get in touch with NBC Spot Sales.

KDKA
PITTSBURGH
50,000 WATTS

WESTINGHOUSE RADIO STATIONS INC · KDKA KYW WBZ WBZA WOWO WGL

NAI Board Votes To Support Work Of Victory Council

Lewis Appointment Endorsed; Wartime Unity Urged

GOING on record as making every other interest subordinate to the war effort, the board of directors of Network Affiliates Inc. met at the Ambassador Hotel in New York last Monday and Tuesday, unanimously adopting a resolution of 100% support to the Broadcasters Victory Council.

Backing up this resolution with direct action, the board then voted to turn over the NAI headquarters offices in Washington to John Shepard 3d, chairman of the BVC, and his staff for the duration.

The board further adopted a resolution expressing to William B. Lewis, assistant director of the Office of Facts & Figures and Government coordinator of radio, the appreciation of NAI for his action in appointing to his radio advisory committee a group of broadcasters familiar with industry conditions. As liaison between the broadcasters and the Government, the BVC deals with Mr. Lewis and his committee in determining how best the requests of the Government for time may be distributed among networks and stations.

Wartime Unity

Backing up still further its intent to put aside all problems which might conflict with a complete and united industry wartime program, the NAI board proposed a truce with superpower broadcasting interests, suggesting that the situation be frozen for the duration. Another resolution was adopted urging that no new radio legislation be introduced during the war.

Meeting with BMI Vice-Presidents Sydney Kaye and Carl Haverlin to discuss the current status of the industry-owned music organization and its new eight-year contracts, the NAI board endorsed the idea of maintaining two separate sources of music to insure a competitive situation in the music market for broadcasters.

At another session with John G. Paine, general manager of ASCAP, and Herman Greenberg of the ASCAP staff, the board secured from ASCAP a simplified method of reporting musical performances which will enable the broadcasters to use their own music log sheets.

ASCAP had formerly required that these reports be made on special outsize forms, too large for a standard typewriter. The ASCAP executives also agreed that in reporting the use of the Society's music on transcriptions and phonograph records the broadcasters could list simply the names of the compositions and the numbers of the records. ASCAP also agreed to remove from reports the requirement that they be made under oath.

The second day of the NAI board meetings was devoted to transcriptions and their use under the new licensing systems, so that both commercial and library transcriptions may be used by stations holding any of the possible combinations of ASCAP and BMI licenses.

The various angles of the problem were discussed at length with representatives of the transcription industry, including Lloyd Egner of NBC, Al Sambrook of WBS and Ralph Wentworth of Langlois & Wentworth, but no decisions were reached.

Ten of the 12 NAI board members attended the two-day meeting, as follows: Eugene C. Pulliam, WIRE, president; Hulbert Taft Jr., WKRC, vice-president; Ed Craney, KGIR; W. J. Scripps, WWJ; Hoyt Wooten, WREC; Ronald Woodyard, WING; H. J. Brennen, KQV; Leonard Kapner, WCAE; John A. Kennedy, WCHS; Donald Davis, WHB, Edgar L. Bill, WMBD, and Luther Hill, KRNT, were kept away by illness.

Adam Hat on Coast

ADAM HAT STORES, New York, in the first of a staggered series of up to 26 fightcasts to originate from the West Coast, on Feb. 27 will sponsor the welter-weight class non-title bout between Baby Arizmendi and Jimmy Garrison, on 13 Pacific Blue Network stations, Friday, 10-10:45 p.m. Glicksman Adv. Co., New York, is agency.

First Census Data on Set Ownership Show 81.4% Nevada Homes Have Radios

FIRST of the long-awaited Bureau of Census reports tabulating radio homes and other data by states and counties was issued last week, covering 1940 census findings for the State of Nevada. It appeared under the title, *Housing, Second Series, General Characteristics: Nevada*, and like the others to come will be available directly from the Government Printing Office, Washington, for 10 cents.

No Preliminary Report

No schedule has yet been made up for the issuance of the remaining State reports, but it was informally stated at the Bureau that they will be released sporadically and that it may take the rest of the year before all of the 48 States are available. The issuance of the reports awaits their still incompleted tabulation by the Bureau and their individual publication by the Government Printing Office, which is jammed with war work. No preliminary reports in mimeograph form are being released under the policy of conserving paper.

The Nevada report includes tables covering occupied dwelling units by tenure and population per unit, by color of occupants, urban and rural; analysis of dwellings by types of structures, year built, state of repair and plumbing equipment, household and refrigeration equipment, central heating, mortgage status, rents, values, etc. Table 23, which embraces the radio count, covers dwelling units by counties, and shows the number of rooms, number of persons per household, persons per room, tenant-occupied units, radio, refrigeration equipment, cooking fuel, heating equipment and mortgage status.

26,200 Home Radios

Total homes with radios in the State numbered 26,200, or 81.4% [this compares with 28,500, or 95%, reported in the 1938 Joint Committee's estimates last published in the 1940 BROADCASTING *Yearbook*]. The Census Bureau's tabulation gives the radio homes and percentages by counties, and also shows the number of non-radio homes and those not reporting radios in each county.

Culled from the report by BROADCASTING is the following summary of the county figures:

County	*Homes With Radios*	*% of Total Homes*
Churchill	1,183	78
Clark	3,788	80.1
Douglas	437	78.9
Elko	2,433	78.2
Esmeralda	400	65.3
Eureka	248	57.1
Humboldt	958	72.2
Lander	390	67.7
Lincoln	961	86.1
Lyon	903	78.6
Mineral	475	62.5
Nye	897	67.1
Ormsby	821	88.8
Pershing	593	70.6
Storey	317	87.1
Washoe	8,703	90.4
White Pine	2,693	83.8
STATE	**26,200**	**81.4**

FCC INQUIRY PLAN AWAITING ACTION

STYMIED for the present because of pressing matters pertaining to the war effort, the various resolutions and bills aimed at investigation or reorganization of the FCC, are all dormant with the exception of the Cox resolution proposed by Rep. Cox (D-Ga.) which is aimed at an investigation of the FCC generally as well as the stewardship of Chairman James Lawrence Fly.

Rep. Cox stated to BROADCASTING last Thursday that he expects hearings on his resolution before the House Rules Committee either Feb. 24 or Feb. 25.

Other legislation aimed at the FCC includes the Sanders Bill, proposed by Rep. Sanders (D-La.) which asks for the reorganization of the FCC; the White Resolution, pending in the Senate, proposed by Sen. White (R-Me.) to investigate both the FCC and the industry; and the White Bill to reorganize the FCC, paralleling somewhat the Sanders Bill. Both the White resolution and bill have been dormant since last June but their revival is thought possible in the light of imminent House action.

Other than the impending action on the Cox Resolution, only sporadic recent attention has been given to activities of the FCC and to the background of its personnel. Most recent was the reference to the investigation of the FCC by Rep. Dies (D-Tex.), referred to by Rep. Eliot (D-Mass.) on the floor of the House last Wednesday [see page 51].

LONG AND SHORT met when Congressman Dewey Short, of Missouri, came to Cincinnati to deliver the annual Lincoln Day address at a Republican gathering, and got together with Dewey Long (left), recently appointed sales manager of the Chicago office of WLW, Cincinnati [see story below].

Grinalds Heads WSAI; Long to Handle Chicago Sales Office for WLW

APPOINTMENT of Archie Grinalds as general manager of WSAI, Cincinnati, sister station of WLW, was announced Feb. 18 by James D. Shouse, vice-president of the Crosley Corp. in charge of broadcasting. Mr. Grinalds, sales manager of the station since 1938, succeeds Dewey Long, who is being transferred to Chicago to become sales manager of the Chicago office of WLW.

Mr. Grinalds

Walter Callahan, manager of the Chicago office for the last two years, is returning to Cincinnati to become assistant to Robert E. Dunville, general sales manager of the broadcasting division of Crosley of which he also is vice-president.

In the New York office of WLW Bernard Musnik, who has been in charge there of sales for WLWO Crosley shortwave station, is being transferred to the regular sales staff of WLW.

Mr. Long joined WSAI as manager in August, 1938, coming from WAPI, Birmingham. He had previously served in executive capacities at WBT, Charlotte, and WFBC Greenville, S. C. Two months after becoming manager of WSAI, Mr. Long sent for Mr. Grinalds, who at the time was a salesman for WAGA, Atlanta. They first met at the old WRDR, Augusta, Ga., in 1932. Changes are effective March 1.

Midwest War Session

WARTIME conditions affecting various media including radio will be discussed in Chicago April 10 and 11 at a conference of sales and advertising executives from nine midwest States. All sales and advertising organizations in the area will be invited to help the Chicago Advertising Club, host, in planning the session on current problems.

EDWARD TOMLINSON, Blue Network authority on Latin American who recently returned from Rio de Janeiro where he covered the Pan American conference for the Blue, is currently on a lecture of this coast.

Early WGY broadcast from library of Thomas A. Edison.

20 Years of Radio History

BACK in the days when radio was a low voice heard through tightly clasped earphones, heard only by a sparse audience of electrical daredevils, WGY first went on the air.

Since that time there have been big days for 'GY—when Edison spoke over our microphone . . . when Marconi came to visit . . . when Steinmetz gave his talks on science. We have met many interesting people from all walks of life—Amelia Earhart, Franklin D. Roosevelt, Harry Houdini, Mary Pickford, Chief Sitting Bear. We have known a generous portion of the Passing Parade.

In those twenty years WGY has pioneered many things. It was the first licensed 50,000-watt station, the first to experiment with such "super-power" as 100 and 200 kilowatts. From early WGY experiments in 'round-the-world relays have grown today's New York-to-London-to-Java newscasts. The G-E "pallaphotophone" of 1922, an instrument which 'GY used for recording sound on film, was the grand-daddy of talking pictures.

WGY has kept step through the years. It was the *first* station in the Great Northeast; it is today the *foremost*.

GENERAL ELECTRIC

WGY

50,000 WATTS

SCHENECTADY, N. Y.

WGY-54

Meeting of G.E.'s Dr. E.F.W. Alexanderson and Guglielmo Marconi.

Dr. Charles P. Steinmetz, electrical wizard, before 'GY mike.

Photo autographed for WGY by Franklin D. Roosevelt.

Amelia Earhart speaks from 'GY studios.

Rene Fonck, French world-war ace, before 'GY mike.

Chief Sitting Bear and wife.

Harry Houdini on an early broadcast.

Industry Responds Favorably To BMI's Renewal Licenses

BMI Stresses Advantages Over ASCAP Offer; Many Stations Take Out Eight-Year Pacts

HEARTENED by the immediate response of the broadcasting industry to the new BMI eight-year licenses, more than 100 signed contracts were received by BMI within a week of the time they were mailed out, and the signers represented all types of station, from locals to clear-channel broadcasters. Executives of the industry-owned music clearing house organization nevertheless last week continued without abatement their efforts to secure 100% acceptance from the 776 commercial stations currently licensed to use BMI music through Marh 11.

The BMI argument contends that through consolidated industry action, BMI was organized and ASCAP brought to terms, an industry victory that has resulted in a great saving in the cost of music and has averted many attacks from unions and other groups.

If ASCAP had succeeded in forcing radio to comply with its original demands, these others would certainly have made similar demands to the defeated broadcasters, BMI states. But the decisive setback given ASCAP was a stiff warning to other groups that any unreasonable demand would be just as promptly and as vigorously slapped down.

Gains Must Be Held

But, BMI points out, the victory is only a victory as long as the gains are held. If the broadcasters believe that their long-term licenses with ASCAP are sufficient protection and that BMI, having done its job, can safely be discarded, they are sadly mistaken. ASCAP is operated for the benefit of its members, the writers and publishers, BMI states, and ASCAP's job is to get for them all the money it can for the use of their music.

As long as the broadcasters have available an alternate source of music, it is probable that they will not have to avail themselves of it wholly. But without that other repertory, they may expect ASCAP to take advantage of every clause in its contract that might step up its income from radio.

For example, the ASCAP license covers only "non-dramatic conditions of its music, a term over which lawyers could wrangle for years. ASCAP has the right to restrict the use of up to 500 compositions, a right which could be exercised so as to render an ASCAP license practically valueless to a broadcaster. With BMI as a backlog, broadcasters may feel reasonably certain that they can deal with ASCAP on an equitable business basis. Without BMI, ASCAP would again dominate the situation. Incidentally, BMI licenses cover dramatic as well as non-dramatic performances, and also include television rights, which ASCAP proffers only tentatively and with a 30-day cancellation clause.

Moral Responsibility

BMI further argues that the justification for its organization was to create competition in the music market and that on the basis of this promise of the broadcasting industry many writers and publishers have put talent and capital into setting up BMI's affiliates, which are responsible for about a third of all numbers on recent "most played on the networks" sheets. It is therefore not only a business advantage but a moral responsibility for radio to maintain BMI, it asserted.

Pointing out that BMI is an industry company, whose board of directors is composed of broadcasters and whose operations are directed to the benefit of the broadcasting industry, BMI cites the fact that it has called upon the industry for only such money as has actually been needed, regardless of how much had been pledged.

For its fee, which for most stations is less than 1% of their net income from time sales, BMI not only acts as a permanent protection against a return to the old state of music monopoly, but also gives the broadcaster a repertory of music, both popular and standard, which is sufficient to maintain a proper musical schedule without dependence on any other source.

Carl Haverlin, BMI vice-president in charge of station relations, who is now making the circuit of NAB district meetings to give the broadcasters a current picture of BMI operations and to answer questions as to how the proffered licenses would work out in various station situations, sums up the BMI argument:

"ASCAP operates primarily in the interest of its members, authors, composers and publishers of music. BMI operates primarily in the interests of its members, the American broadcasters. Every broadcaster should, without hesitation, take the new BMI license."

Sign BMI Contracts

Stations which had taken out BMI licenses as of last Thursday were announced by BMI as follows:

WTIC	KGGF	WFVA	WCAU
WKBB	KFMB	WINC	WLNH
WBRK	WTMA	KQW	KPMC
WBNX	WRLC	KIUP	KYCA
WAAB	KPDN	WSYR	WTSP
WEAN	KRMC	WTRY	WFBC
WNAC	KTNM	WKNE	WEOA
WICC	KFUN	KFFA	WGBF
WJTN	WDLP	KUOA	WIAC
WCRW	WMAZ	KVOE	WOAI
WFIN	WSM	KPAS	KFBI
KEUB	WJR	WEBQ	WABC
WHKY	WQAM	WGAR	WBBM
WFIL	WCLO	WTAG	KNX
WMFF	KDON	WTHT	WJSV
WEDC	WWSW	KEYS	WEEI
WLOL	WKBN	KIUN	WBT
KDFN	WHLN	KICA	KMOX
WEMP	WOPI	WTAD	WCCO
WOV	KTBS	KFAM	WJZ
WPEN	KTRB	WKPA	WENR
WNBC	KROY	KTKC	KGO
WELI	KGFL	WCOV	WMAL
WORL	WKIP	WTRC	KPO
WCOP	KWG	WFMJ	KOA
WTMJ	KFBK	WCED	WTAM
WIL	KMJ	KTHS	WMAQ
KHMO	KERN	WBRC	WRC
KFIZ	KOH	KAVE	WEAF

W55M, Milwaukee W53H, Hartford
W45V, Evansville, Ind.

Lang-Worth to Add ASCAP Selections To Music Library With April Release

LANG-WORTH FEATURE Programs Inc. has notified stations subscribing to the Lang-Worth Library Service that, beginning with the April shipment, ASCAP as well as non-ASCAP music will be made available.

This reversal of the company's long established policy of transcribing only music from non-ASCAP sources is due, the announcement states, to the belief that "owing to the large number of ASCAP contracts that have been signed by the station subscribers, in justice to these stations ASCAP music should be made available."

To Label Discs

"However," the statement continues, "until such time as the desires of their subscribers dictate otherwise, Lang-Worth will completely fulfill their contract obligations in the matter of non-ASCAP music, and all ASCAP music delivered will be plainly marked on the label "ASCAP" and will be sent to each subscriber as bonus records supplementary to the regular service."

The Lang-Worth subscribers, under this arrangement, will receive a minimum of two 16-inch sides a month of ASCAP music, including currently popular tunes and perennial favorites. Subscribers may accept or reject these bonus discs as they see fit and the discs will be sent to only those stations desiring to receive the ASCAP music. A charge of $2.50 a side, covering mechanical and pressing costs only, will be made to subscribers taking the extra service.

Unlike other transcription companies which have made temporary arrangements with ASCAP for clearance at the source of library records for a brief period while stations are making their final decisions concerning the type of ASCAP license, if any, they want, Lang-Worth has made no such arrangement, but is merely making available some ASCAP music for those stations requesting it. Recording rights for the numbers used, it was stated, will be obtained either from the individual publishers or from Harry Fox, agent

(Continued on page 52)

ASCAP to Stage Regional Sessions

Field Men to Be Instructed In Broadcast Contacts

PLANS for decentralizing ASCAP's dealings with broadcasters, turning over to the recently established district and branch offices of the Society [BROADCASTING, Feb. 9] much of the radio business previously handled from the ASCAP headquarters in New York, will be discussed at a series of meetings to be held in each of the four geographical ASCAP zones within the next few weeks.

Regional meetings will begin at San Francisco, Feb. 27-28, when a delegation of ASCAP officials will instruct the office managers and field men of the Western District in their radio contacts. The Western District was selected as the starter since the ASCAP officials will be in Hollywood earlier in the week for a meeting of the coast membership. This meeting, the first to be held as required by the Society's new bylaws, will take place Feb. 25 at the Beverly-Wilshire Hotel.

Leaving New York Friday to attend were Gene Buck, ASCAP president; John G. Paine, general manager; John O'Connor, chairman of the executive committee; Herman Greenberg, assistant to the general manager; Louis D. Frohlich of Schwartz & Frohlich, ASCAP general counsel.

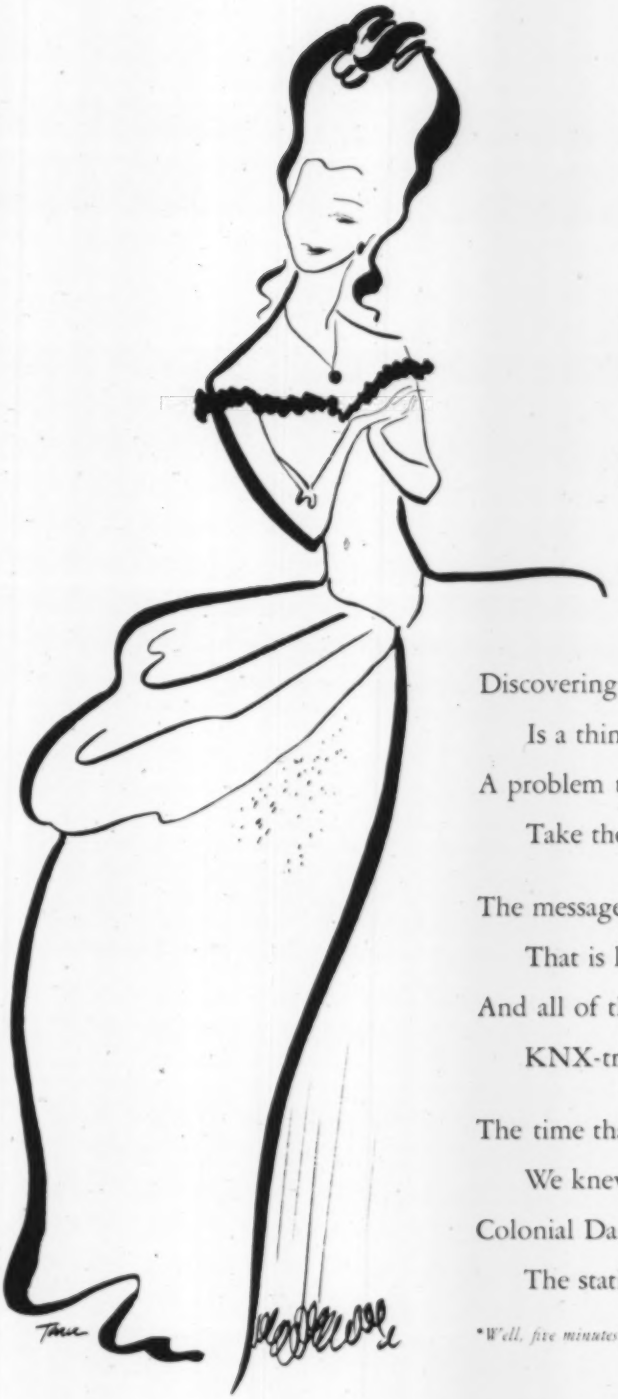
The same delegation will go from Hollywood to San Francisco and will then hop to New Orleans to meet with the field staff of the Southern District, March 4-5. On March 9-10, the Midwestern District meeting will be held in Chicago and the final session, with the Eastern District personnel, will take place in New York, March 16-17.

Contacts With Broadcasters

The program of decentralization has arisen out of the increased contact between ASCAP and the broadcasters resulting from the new licensing arrangements, Mr. Paine explained. For example, he said, the clearance at the source provisions for network programs cover not only programs broadcast on the permanently organized national and regional networks but also special programs broadcast by groups of two or more stations hooked up specially for the occasion.

A special contract covering the one-time or short-term hookups now being worked out, he said, which can be executed by the ASCAP branch offices and the broadcasters directly, avoiding the delays involved in attempting to handle such matters entirely from New York.

TWENTY regulations, codifying U. S. cable and radio censorship regulations, were issued Feb. 17 by Byron Price, Director of Censorship. They cover outgoing international communications only.



But dis dame is different...

Discovering dealers to carry the ball
Is a thing which the record proclaims
A problem that never dismays us at all—
Take the case of Colonial Dames:

The message was brief, but it went to the spot
That is labeled Consumer Demand,
And all of the dealers they wanted, they got—
KNX-tra results, just as planned!

The time that we had was a fifth of a flash,*
We knew what to say and we said it;
Colonial Dames is corralling the cash;
The station's corralling the credit!

**Well, five minutes once a week.*

KNX

LOS ANGELES • 50,000 WATTS

COLUMBIA'S STATION FOR ALL SOUTHERN CALIFORNIA • *OWNED AND OPERATED BY THE COLUMBIA BROADCASTING SYSTEM*
REPRESENTED NATIONALLY BY RADIO SALES LOCATED IN NEW YORK, CHICAGO, ST. LOUIS, CHARLOTTE, AND SAN FRANCISCO

Commercials Cut On News by CBS

No Jingles or Other Devices Permitted on Newscasts

NEW WARTIME standards for commercial news broadcasts have been put into effect by CBS, reducing the amount of time allowed for commercials by 20%, prohibiting lengthy opening commercials, ensuring that commercials be duly distinguished from the news content of the programs and surrounding the entire news broadcasts with appropriate decorum.

The new rules limit opening commercials to 40 seconds on 10- and 15-minute news programs and to 25 seconds on five-minute broadcasts. Opening commercials must not lead the listener to believe he is hearing news instead of a commercial.

Opening with sponsor identification, reading a few headlines and then going into a commercial is to be avoided as it "confuses the listener and compels him to listen to a commercial before he really finds out what the news is all about."

No Funny Stuff

Jingles and other devices of giving the commercials "undue gaiety, humor or excitement" are barred for all commercials on news broadcasts. Middle commercials are permitted only in newscasts of 10 minutes or more and then only at the option of CBS. Middle commercials must be preceded by a minimum of three minutes of news and are not allowed to interrupt a continuing description of a single situation.

All commercials except obvious opening ones must be set apart from the news content either by use of a different voice, which CBS says is preferable, or by the announcer invariably separating them "not solely by a pause but by some such appropriate phrase, such as—now a few words from our sponsor . . . now let me tell you something about our product, and so forth."

The sponsor's message may not resemble a news item, so such introductions for commercials as "flash" and "bulletin" or "now news about Blank's product" are barred. There is no ban, however, of such phrases as "now here is something new and interesting about the product." Commercials must be "temperate and restrained" and rapid-fire delivery or over-emphatic selling is not permitted on newscasts. CBS also reserves the right to make further conditions if time and circumstances make them advisable.

ADAM HAT STORES, New York, on Feb. 24 will sponsor the Cleveland heavyweight bout between Lem Franklin and Bob Pastor on about 95 stations of the Blue Network. Agency is Glicksman Adv. Co., New York.

WGY's 20th ANNIVERSARY FETE

Feb. 20 Marked Two Decades of Pioneering And Experimentation by GE Station

VETERANS OF WGY, three of whom have been in its service in various capacities since its inception, are (l to r): William T. Meenam, public relations director; W. J. Purcell, chief engineer; H. O. Coggeshall, program director; Kolin Hager, manager and commercial manager. All but Mr. Coggeshall are 20-year men, and Mr. Coggeshall actually joined the station only one year after it first went on the air.

POINTING to a prideful record of technical and program achievement, one of the nation's pioneer broadcasting stations, General Electric's WGY, Schenectady, last Friday celebrated its 20th birthday with appropriate ceremonies. Starting on the air first as a 1,500-watter on Feb. 20, 1922, WGY now operates with 50,000 watts around the clock as a wartime emergency measure, cooperating with national, State and community agencies in maintaining public morale.

The story of WGY, though it was antedated by a few months by several other stations still in existence, is virtually the story of modern broadcasting, though it claims particular eminence by reason of its recognized stature as a "laboratory station" used through the years by GE engineers and scientists—and still being used—to test out new methods of transmission.

GE's History

Today's radio technique owes much to GE radio engineers and research scientists and their work at WGY, which during its first ten years on the air was utilized primarily as a developmental station. Highlights of its history are traced in a special memorandum prepared for BROADCASTING by William T. Meenam, one of the station's veteran employes:

"In 1922, a month or two after WGY took to the air, the 20-kw. water-cooled tube was introduced to the transmitter circuit. This tube, using for the first time an airtight seal of glass and copper, has led to the present efficient 50,000-watt broadcast transmitters. From the 20 kw. tubes have grown 100 kw. power tubes, making possible the 100 and 200 kw. transmitters which WGY introduced for the first time anywhere in experimental broadcasts.

"Associated with the first 1,500-watt transmitter of 1922 was the E. F. W. Alexanderson multiple-tuned antenna which had been developed by the GE consulting engineer for use in trans-Atlantic radio communication. This antenna gave WGY wide coverage in days when receivers were simple and non-selective.

"WGY was the first station to adopt crystal control on its regular broadcast transmitter. In the early twenties broadcast stations experienced great difficulty in holding the signals to the prescribed frequency or wave length. Listeners found the received signal swinging in and out. While a listener was tuned to a favorite station, the signal of one or more stations might, and frequently, did, insinuate itself into his receiver without warning.

"By means of a quartz crystal, frequency swing is now controlled. But even prior to the development of quartz crystal control, WGY had a reputation for frequency stability and it was a matter of pride among the station's engineers that the Bureau of Standards selected WGY as one of a half-dozen standardizing transmitters by which broadcasting stations throughout the country could calibrate their frequencies.

First Condenser Mike

"The first microphone used in broadcasting was of the carbon type. The transmitter engineer seeking perfection discovered that the carbon microphone was addicted to missing and blasting, characteristics which seriously impaired musical reproduction. Engineers of WGY developed, and the station was the first to use for regular broadcasting, a condenser microphone which gave exceptionally faithful reproduction. Early work was carried on with the Pallophtophone microphone, a creation of Charles A. Hoxie. This microphone operates on the principle of the vibrating mirror which transmitted sound pulsations through a light beam to a photo-electric cell. This principle was later applied to electrical tran-

(*Continued on page 48*)

BROWN & THOMAS, SPECTOR TO MERGE

THE NEW YORK advertising agencies, Raymond Spector Co. and Brown & Thomas Adv. Corp., on March 1 will merge to form Brown & Spector Inc., to be located at 10 Rockefeller Plaza, former offices of Brown & Thomas.

The Spector Co. has been particularly active in radio in the past and the new company will be in the future for Serutan, Gold Medal Capsules, Block Drug Co., and Journal of Living Publishing Corp. Brown & Thomas has handled such accounts as Schenley Distillers and Golan Wines, for which in a month or so the new company will start an intensive spot campaign.

Raymond Spector will be chairman of the board of Brown & Spector, continuing to devote much time to radio accounts. Stanley A. Brown, former president of Brown & Thomas, will be president of the new firm, while executive vice-president and copy director will be Bennett Bates, formerly copy director of Lennen & Mitchell and Erwin, Wasey & Co.

Leonard M. Leonard, vice-president of Raymond Spector Co., will hold the same post in the new agency, and Dan Rogers will continue as secretary and director of radio, position he held with Raymond Spector. Other officers will be James E. Clark, art director; Robert E. Moore, sales promotion manager; Thomas F. Hughes, marketing research; Bernard Cirlin, consumer research; John J. Hagen, media director, and Marvin E. Manley, production manager.

Miami Beach Discs

STEVE HANNIGAN, publicity firm handling public relations for Miami Beach, Fla., is making plans for an extensive radio campaign of one-minute spot announcements on local stations in four to eight defense areas where there is an acute shortage of houses for defense workers. The campaign will urge workers non-essential to defense in such cities as Akron, Baltimore, Buffalo, Camden, Mobile or Pontiac, Mich., to rent or sell their homes and apartments to defense workers with the assurance of comparable housing on a year-round basis in Miami Beach. Details are now being worked for the campaign to start in mid-March.

Vitamin Drive

FOLLOWING a test campaign of daily participations on the Bess Beatty program on WOR, New York, Hi-V Vitamin Corp., New York, is planning to add several stations in upstate New York this month, placing the campaign on a national basis by the end of the year. Promoting the Hi-V Vitamin capsule sold only in five-and-ten cent stores, the campaign includes participations and spot announcements. Agency is Applied Merchandising, New York.

ANOTHER new song from the pen of Kent Cooper, general manager of Associated Press, titled "America Needs You," was heard for the first time on the air Feb. 21 as a feature of the *Chicago Theatre of the Air's* regular Saturday program on Mutual.

Why not do it the EASY way?

THE ROLL-YOUR-OWN method is *one* way to produce a top-notch show. It takes time, skill, worry*, expensive talent—and usually requires a substantial budget.

THE NBC RADIO-RECORDING WAY of getting top-notch programs is easier—and costs a lot less when you use NBC Syndicated Recorded shows. They're complete—ready to broadcast!

In Radio Programs, as in Cigarettes, the "Ready-Made" Product is Easier to Handle!

SHOWS that would be far beyond your budget, if you had to produce them yourself, are yours at extremely reasonable prices through the facilities of NBC Radio-Recording Division.

These programs are already in use in many varied markets for a greatly diversified list of products. Experience proves that they will obtain fine results for you.

Pick your program to suit your need. On the NBC Syndicated Program list you will find a wealth of material from which to choose, programs of various lengths, various frequencies, varied subjects, and varied costs. Shown here are a few of the outstanding buys!

Betty and Bob. Outstanding dramatic programs with name stars who are favorites of millions. Five quarter-hours per week. 390 programs available.

The Face of the War—as seen by Sam Cuff. Keen, timely, penetrating analysis of the stories behind war headlines. Three 5-minute programs per week.

Who's News. Revealing, informal 5-minute chats with America's headline personalities in the arts, sciences, sports, business, music, theatre, etc. Three programs per week. 39 programs.

Getting the Most Out of Life Today with Dr. William L. Stidger. Forceful, down-to-earth philosophy every man and woman can understand and enjoy. Three 5-minutes per week. 117 programs.

Time Out—with Ted Steele and Grace Albert. Bright, gay boy-and-girl songs and banter with interludes featuring "Nellie the Novachord." Twenty-six quarter-hour programs.

Five-Minute Mysteries. Unique series of thrilling, dramatized mysteries—complete in each 5-minute episode, three to five per week. 63 programs.

Hollywood Headliners. Intimate inside stories about Hollywood Stars told by Stella Unger. Three to six 5-minutes per week. 156 programs.

Produced at "Broadcasting Headquarters," these programs have all the flavor and character of live shows, and the finest recording—NBC ORTHACOUSTIC.

***P.S.** *Don't worry! NBC can help you roll your own too, if you do not have your own facilities for production. We're ready for all jobs from script writing, casting, producing, right down to shipping the finished pressings.*

Write for complete presentations and audition samples

NBC Radio-Recording Division
NATIONAL BROADCASTING COMPANY
A Radio Corporation of America Service

RCA Building, Radio City, New York • Merchandise Mart, Chicago
Trans-Lux Building, Washington, D. C. • Sunset & Vine, Hollywood

BASIC STATIONS—COLUMBIA BROADCASTING SYSTEM . . . G. A. RICHARDS, PRES.

The VOICE behind the men behind the Guns!

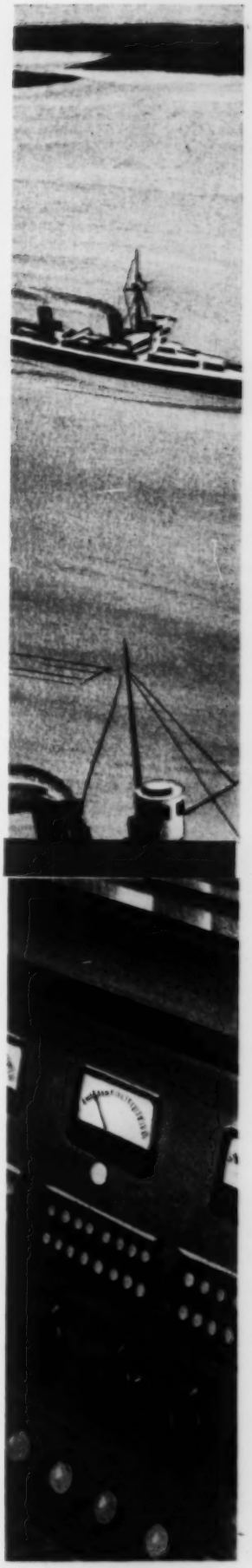
• At the myriad fronts of this mighty war, the Voice of Radio speaks with purposeful authority. From far above misty ocean wastes, its messages direct our convoys, warn against enemy raiders. Our mighty armored forces are linked with their command through its space-consuming magic. Battleships and submarines, shore batteries and landing parties, bombers, fighters, and attack squadrons—all depend on Radio for information, direction, and *unification.*

Yet, while Radio is helping our arms directly on the *war* fronts, it is no less ready to serve them on the home front. Throughout the nation, one hundred and thirty million Americans, eager to play their part, are already obtaining *their* information, direction, and unification through radio broadcasting.

On the home front, Radio brings to America's citizens the dynamic voice of their Commander in Chief. It unites them behind his plans and purposes. It brings them the news, good or bad, which sends them crowding into recruiting offices, pyramids sales of Government bonds and stamps, sends the Red Cross drive "over the top." Its voice causes countless men and women to present themselves for services of all sorts. It speeds factory workers to their tasks in piling up weapons of war with which to crush the enemies of Freedom.

The voice of America's free Radio surges with the spirit of a nation aroused, united, determined. You can sense in it the courage of a people who have fought for Freedom before, and willingly do it again. You can hear the singing hearts of men and women who, at any cost, will defend their American way of life.

Thus, on every battlefield and front—in every mill, factory and home—the Voice of Radio is helping to unite the vast power of America. It will continue to serve without stint, until the world is once more free.



The Great Stations *of the Great Lakes*

EDWARD PETRY AND COMPANY, INC., NATIONAL REPRESENTATIVE

Pending CPs Affected by Wartime 'Freeze Order'

(For text of Order, see Feb. 16 BROADCASTING)

Herewith is an FCC tabulation of construction permits outstanding for new stations and for modification of license on the records at the time the Defense Communications Board issued its recommendations Feb. 12 for "freezing" of broadcast assignments [BROADCASTING, *Feb. 16*]. *Disposition of these CP's will depend upon the status of priorities for equipment procured by the applicants, plus other factors covered in the DCB "freeze" recommendations.*

CPs for New Stations

Following is an FCC tabulation of the construction permits outstanding for new stations, with their completion dates as specified by the Commission. Ordinarily, a station not meeting a completion date must file for an extension of time [see 1942 BROADCASTING *Yearbook* for licensees and principals]:

KBON, Omaha (5-23-42).
KICD, Spencer, Ia. (8-16-42).
KPAS, Pasadena, Cal. (7-13-42).
KTOM, Brainerd, Minn. (subject to approval of transmitter site and antenna).
KTRN, Tacoma, Wash. (5-16-42).
KTTS, Springfield, Mo. (5-9-42).
KWKW, Pasadena, Cal.
KWON, Bartlesville, Okla. (7-25-42).
KXEL, Waterloo, Ia. (subject to approval of site and antenna).
WALL, Middletown, N. Y. (subject to site antenna approved).
WASK, Lafayette, Ind. (8-16-42).
WEGO, Concord, N. C. (subject to approval of transmitter site and antenna).
WGBG, Greensboro, N. C. (4-16-42).
WHAL, Saginaw, Mich. (4-12-42).
WHIT, New Bern, N. C. (10-12-42).
WIAC, San Juan, Puerto Rico (5-3-42).
WINK, Louisville, Ky. (7-12-42).
WJDC, Jacksonville, Fla. (subject to directional antenna approval).
WJLD, Bessemer, Ala. (subject to approval of site and antenna).
WJPA, Washington, Pa. (7-17-42).
WLAN, Endicott, N. Y. (subject to approval of site and antenna).
WMAW, Worcester, Mass. (2-17-42).
WRRF, Washington, N. C. (no date specified).
WSBA, York, Pa. (subject to approval of site and antenna).
WTTM, Trenton, N. J. (7-11-42).
--- Kodiak, Alaska (subject to site approval).

CPs for Existing Plants

Following are the construction permits outstanding for improvements to existing plants, according to FCC records, with Commission-specified completion dates:

KEVR, Seattle—250 watts on 1090 kc., unlimited, new equipment and move of transmitter (2-10-42).
KFEQ, St. Joseph, Mo.—Move transmitter, 5,000 watts, unlimited, directional antenna, new transmitter (5-30-42).
KFPL, Dublin, Tex.—Equipment (tubes) (2-26-42).
KFSD, San Diego—Move, equipment, 5,000 watts, antenna (subject to approval of site and antenna).
KFXJ, Grand Junction, Col.—500 watts night, 1,000 watts day on 920 kc., antenna changes and new equipment (6-28-42).
KGA, Spokane—Move, 10,000 watts directional antenna night, new transmitter (2-24-42).
KGDM, Stockton, Cal.—5,000 watts on 1140 kc., unlimited, directional antenna night, new equipment (8-20-42).
KGER, Long Beach, Cal.—5,000 watts, directional antenna night, move, new transmitter (7-12-42).
KGEZ, Kalispell, Mont.—1,000 watts on 1460 kc., directional antenna night, new transmitter (7-6-42).
KGKO, Fort Worth—5,000 watts, directional antenna night (2-14-42).
KGLO, Mason City, Ia.—New transmitter, changes in directional antenna for night use, 5,000 watts (8-30-42).
KHJ, Los Angeles—Move auxiliary transmitter to site of new transmitter (7-27-42).
KHSL, Chico, Cal.—1,000 watts, directional antenna (8-16-42).
KINY, Juneau, Alaska—5,000 watts, new equipment (8-9-42).
KJR, Seattle—New transmitter, 50,000 watts, directional antenna for night use, move (6-28-42).
KLCN, Blytheville, Ark.—Move, new equipment, 1,000 watts on 900 kc. (8-22-42).
KLRA, Little Rock, Ark.—5,000 watts night, 10,000 watts day on 1010 kc., move, directional antenna night, new transmitter (9-18-42).
KMJ, Fresno, Cal.—Move, directional antenna day and night (9-20-42).
KMPC, Beverly Hills, Cal.—10,000 watts, move, new transmitter and directional antenna (5-8-42).
KOAC, Corvallis, Ore.—5,000 watts day, move, new equipment, directional antenna (4-1-42).
KOB, Albuquerque, N. M.—50,000 watts on 1180 kc., new equipment (4-1-42).
KOL, Seattle—5,000 watts, directional antenna (3-1-42).
KOY, Phoenix, Ariz.—1,000 watts night, 5,000 watts day, new transmitter (8-16-42).
KPO, San Francisco—Equipment changes (5-11-42).
KPQ, Wenatchee, Wash.—5,000 watts on 560 kc., new transmitter, directional antenna, move (subject to approval of site and antenna).
KPRC, Houston—Directional antenna night, 5,000 watts (3-8-42).
KQW, San Jose, Cal.—Changes in directional antenna (completion date not specified).
KRNR, Roseburg, Ore.—Antenna, 250 watts (5-23-42).
KROD, El Paso, Tex.—New transmitter (5-11-42).
KROW, Oakland, Cal.—5,000 watts, directional antenna night, move, new transmitter (2-24-42).
KTKC, Visalia, Cal.—5,000 watts on 940 kc., new transmitter, directional antenna, move (6-5-42).
KTRB, Modesto, Cal.—1,000 watts, new transmitter, directional antenna night, move, unlimited hours (8-30-42).
KTRH, Houston—50,000 watts on 740 kc., move, directional antenna; also 5,000 watts, directional antenna night on 1320 kc. (3-8-42).
KTUC, Tucson, Ariz.—Move, transmitter and studio, new transmitter (5-25-42).
KUTA, Salt Lake City—1,000 watts night, 5,000 day on 570 kc., move, equipment, directional antenna (3-26-42).
KVOD, Denver, Col.—5,000 watts, new transmitter, directional antenna (3-29-42).
KVOO, Tulsa—50,000 watts, unlimited, new equipment, directional antenna night (4-5-42).
KVOS, Bellingham, Wash.—1,000 watts on 790 kc., move, new transmitter, directional antenna day and night (6-28-42).
KWBW, Hutchinson, Kan.—250 watts, equipment changes (7-4-42).
KWJJ, Portland, Ore.—Equipment changes (7-19-42).
KWK, St. Louis—5,000 watts, directional antenna, new transmitter (subject to approval of antenna).
KWTO, Springfield, Mo.—Unlimited hours, directional antenna night (8-20-42).
KXYZ, Houston—5,000 watts on 1320 kc., move, directional antenna night (3-9-42).
KYW, Philadephia—Directional antenna changes (4-5-42).
WAAT, Jersey City—Auxiliary transmitter (7-27-42).
WABI, Bangor, Me.—5,000 watts on 910 kc., directional antenna night, new transmitter (8-28-42).
WAGA, Atlanta—5,000 watts on 590 kc., move, directional antenna night, new transmitter (9-17-42).
WAKR, Akron—5,000 watts, equipment changes, directional antenna night (9-1-42).
WAPO, Chattanooga—Auxiliary transmitter (3-7-42).
WAWZ, Zarephath, N. J.—1,000 watts night, 5,000 watts day, directional antenna, new transmitter (5-23-42).
WBAL, Baltimore—Auxiliary transmitter (6-3-42).
WBRY, Waterbury, Conn.—5,000 watts, move, new transmitter, directional antenna (date not specified).
WBTM, Danville, Va.—250 watts, new antenna, move (6-7-42).
WCAO, Baltimore—5,000 watts, move, directional antenna, new transmitter (4-8-42).
WCAX, Burlington, Vt.—1,000 watts on 620 kc., move, directional antenna, new transmitter (4-6-42).
WCAZ, Carthage, Ill.—250 watts, equipment changes (7-4-42).
WCHV, Charlottesville, Va.—New antenna, move transmitter and studio (8-16-42).
WCNW, Brooklyn, N. Y.—1,000 watts, limited time on 1190 kc., new transmitter (8-22-42).
WDBO, Orlando, Fla.—Equipment changes (8-4-42).
WDEL, Wilmington, Del.—5,000 watts, directional antenna, new transmitter (7-20-42).
WDOD, Chattanooga—5,000 watts, move, directional antenna night (3-23-42).
WDSU, New Orleans—5,000 watts, move, directional antenna, new transmitter (application for reinstatement pending).
WEAN, Providence, R. I.—5,000 watts, changes in directional antenna (5-9-42).
WEVD, New York City—5,000 watts, new transmitter, move, directional antenna (2-28-42).
WFBC, Greenville, S. C.—5,000 watts, directional antenna night (2-11-42).
WFTL, Fort Lauderdale, Fla.—10,000 watts on 710 kc., new transmitter, directional antenna night, move (subject to approval of site and antenna and proof of performance).
WGES, Chicago—5,000 watts unlimited, move, new transmitter, directional antenna (3-20-42).
WGR, Buffalo—Move auxiliary transmitter (8-11-42).
WHDH, Boston—5,000 watts, new transmitter, unlimited hours, directional antenna (7-20-42).
WHIP, Hammond, Ind.—Unlimited hours, directional antenna (3-29-42).
WHKC, Columbus O.—Move transmitter, antenna changes (5-25-42).
WHKY, Hickory, N. C.—1,000 watts night, 5,000 watts day on 1290 kc., new transmitter, move, directional antenna night (9-6-42).
WHP, Harrisburg, Pa.—500 watt auxiliary transmitter (9-15-42).
WIBA, Madison, Wis.—5,000 watts, move transmitter, directional antenna night, new transmitter (2-20-42).
WIBG, Glenside, Pa.—10,000 watts, move transmitter and studio, unlimited, directional antenna, new transmitter (subject to approval of site).
WINS, New York City—50,000 watts on 1000 kc., unlimited, equipment, directional antenna, move (8-3-42).
WIS, Columbia, S. C.—5,000 watts, directional antenna changes (6-25-42).
WJAR, Providence, R. I.—Auxiliary transmitter (10-6-42).
WJAS, Pittsburgh—5,000 watts, directional antenna (5-27-42).
WJW, Akron—5,000 watts on 850 kc., move transmitter, new transmitter, directional antenna night (9-2-42).
WJZ, New York City—Equipment changes (5-11-42).

NOT THE GAMS, just the clothes basket and oars are on sale on *American Family Bargain Counter*, quarter-hour Monday through Friday on WGN, Chicago, sponsored by Procter & Gamble Co., Cincinnati, for American Family Soap. Listeners may offer anything except real estate, cosmetics, foodstuffs and automobiles for sale. Decorative feature with Don Gordon, the m.c., is Angela Orr, radio actress and one of the six telephone operators on duty during the program to take ads for the bargains.

WKBH, LaCrosse, Wis.—5,000 watts, move transmitter, equipment, directional antenna night (3-26-42).
WKBW, Buffalo—Move old main transmitter to site of new main transmitter for auxiliary, 5,000 watts (8-11-42).
WKY, Oklahoma City—5,000 watts, move transmitter, directional antenna night (7-20-42).
WKZO, Kalamazoo, Mich.—5,000 watts, changes in directional antenna night (5-25-42).
WLAC, Nashville—50,000 watts, directional antenna night, move transmitter, equipment (4-1-42).
WMAZ, Macon, Ga.—5,000 watts, directional antenna, move (4-6-42).
WMBD, Peoria, Ill.—5,000 watts, directional antenna night (9-6-42).
WMBG, Richmond, Va. — 5,000 watts, changes in directional antenna night (4-12-42).
WMC, Memphis—5,000 watts, directional antenna night (granted subject to redesigning of directional antenna).
WMMN, Fairmont, W. Va.—5,000 watts, directional antenna changes for night (4-30-42).
WMVA, Martinsville, Va.—250 watts, new antenna system, move (8-16-42).
WNAC, Boston—5,000 watts, directional antenna (application for reinstatement filed requesting directional antenna for night use only).
WNAX, Yankton, S. D.—5,000 watts, directional antenna night (6-7-42).
WNBF, Binghamton, N. Y.—5,000 watts on 1290 kc., move transmitter, new transmitter, directional antenna night (5-42).
WNOX, Knoxville, Tenn. — 10,000 watts, equipment, directional antenna night (9-17-42).
WOC, Davenport, Ia.—5,000 watts on 1 kc., move transmitter, new transmitter, directional antenna (7-9-42).
WOL, Washington—Changes in directional antenna system (7-12-42).
WOOD, Grand Rapids, Mich.—5,000 watts, new equipment, directional antenna night, move transmitter and studio (23-42).
WOR, New York City—Directional antenna changes (motion pending for extension from (1-1-42).
WORK, York, Pa.—New directional antenna night (4-5-42).
WPTF, Raleigh, N. C.—Equipment changes (tubes) (5-11-42).
WQAM, Miami—1,000 watts night, watts day, new transmitter (subject approval of site and antenna).
WQXR, New York City—10,000 watts, move transmitter, directional antenna, equipment changes (2-3-42).
WRDW, Augusta, Ga.—5,000 watts on kc., directional antenna night, new transmitter (subject to approval of site and antenna).
WSAI, Cincinnati—100 booster transmitter (9-29-42).
WSAN, Allentown, Pa.—5,000 watts, directional antenna, equipment changes, unlimited hours (5-10-42).
WSBT, South Bend, Ind.—1,000 watts, equipment changes, changes in directional antenna (8-16-42); changes in and move old transmitter to site of new main transmitter for use as auxiliary (8-17-42).
WSFA, Montgomery, Ala.—5,000 watts, new transmitter, directional antenna night, move (9-6-42).
WSIX, Nashville—5,000 watts on 980 kc., move transmitter, new transmitter, directional antenna night (6-21-42).
WSJS, Winston-Salem, N. C.—1,000 watts on 600 kc., directional antenna night, equipment changes (7-26-41); (application for extension pending).
WSUI, Iowa City, Ia.—5,000 watts, changes in directional antenna (8-23-42).
WSYB, Rutland, Vt.—1,000 watts on 1 kc., directional antenna night, new transmitter (9-6-42).
WTMA, Charleston, S. C.—1,000 watts on 1250 kc., move transmitter, equipment, directional antenna night (4-21-42).
WTOC, Savannah—5,000 watts, directional antenna night (4-15-42).
WWNC, Asheville, N. C.—5,000 watts, move transmitter, directional antenna night, new transmitter (approval of directional antenna pending).
WWNY, Watertown, N. Y.—1,000 watts on 790 kc., unlimited directional antenna night, move (8-16-42).
WWRL, Woodside, N. Y.—5,000 watts, move transmitter, equipment, new antenna (4-1-42).
WWSW, Pittsburgh—Changes in auxiliary transmitter (9-7-42).
WWVA, Wheeling, W. Va.—50,000 watts, unlimited, move transmitter, directional antenna, new transmitter (8-6-42).
WXYZ, Detroit—Changes in directional antenna (7-4-42).

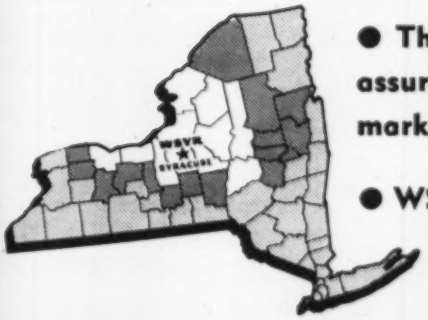
WSYR
of
SYRACUSE

Announces designation as

NBC
BASIC RED

EFFECTIVE MARCH 1, 1942

A Great Idea for All Concerned . . .



- The WSYR "Perfect Combination" of 5000 W. at 570 K. C. assures all Red Network advertisers of effective coverage of a market of $1,468,519,000 in 27 counties of Central New York.
- WSYR listeners will be treated to the superior programming of the Red Network. That's why we call it a "Good Deal" all the way 'round.

COL. H. C. WILDER, Pres. REPRESENTED BY RAYMER

TAY GARNETT
RADIO PRODUCTIONS

HOLLYWOOD

presents

"THREE SHEETS
TO THE WIND"

Starring

JOHN WAYNE

with

HELGA MORAY

NBC RED NETWORK

Starting

Sunday Evening, February 15th

Taft Building Ho. 2254-2255

Sales Representative

The James Parks Co.

333 N. Michigan Blvd. Chicago, Illinois

Merchandising & Promotion

**Time Change Plan—War Booklet—Capital Influx
Tag Giveaway—Letters to Dealers**

FOLLOWING the recent time change, WMT, Cedar Rapids, instituted a plan which, it is believed, may assist all stations in the difficulties of "carry-over" of audiences to new program schedules.

As a regular monthly feature of the *Magic Kitchen*, conducted by Libbie Vaughan for seven years, listeners were asked to send in ten cents to obtain a copy of the *Magic Kitchen Bulletin* containing recipes and household hints. With the change of program time from 10:15 a.m. Mondays through Fridays to 1:30 p.m., announcements were started on the old time to go on for two weeks, noting the time change of the show and urging listeners to send for their bulletins but to enclose a 10-cent defense stamp instead of the customary dime.

No subscriptions are accepted for more than one month. The defense stamps received are to be converted into a $25 defense bond which will be awarded to the listener sending in the best letter answering the question, "What the Magic Kitchen Means to Me".

* * *

Capital Influx

CENSUS figures on the recent change in population of Washington, D. C., are the basis of a promotion letter sent out to advertisers and agencies by A. D. Willard Jr., general manager of WJSV, CBS outlet in the capital. In 1940, the letter states, the D. C. population was 663,000 persons, of which 134,000 were government employes, while today more than 200,000 are employed by the government out of the estimated population of 800,000. Before this year is over, another 85,000 employes and their families will move to Washington, the letter continues, bringing the total to 1,000,000, not counting some 250,000 persons living in the suburbs of the city.

* * *

Serials in Print

SIMILARITY between the continuity patterns of comic strips and serial shows led to the adoption of a Monday-through-Friday newspaper campaign in the form of a miniature comic page, five columns by 13 inches, to promote Red Network serial shows heard over KGW, Portland, Ore. Stories of *Bess Johnson*, *Valiant Lady*, *Stella Dallas*, and *Mary Marlin* were developed as comic strips, with the final panel urging readers to listen to the shows on the air. Ads ran in *The Oregonian*.

* * *

Book by Swing

EXCERPTS from broadcasts by Raymond Gram Swing, MBS news analyst, during the last weeks of 1941, have been incorporated into a booklet titled ". . . To See the War Through to Both Victory and Peace," which General Cigar Co., New York, Swing's sponsor, is offering free to listeners. To receive a copy, a listener has only to mail a request to the nearest Mutual station.

AD MODEL for the 1942 trade paper promotion of WSAI, Cincinnati, is "Suzy, Our Steno". An entire series will be based on "Suzy", otherwise known as Nancy Schmid of WSAI's research department. Adjusting the light for a photo is Stanley Miller, vice-president of Ralph H. Jones Co., agency in charge of the WSAI account, while Ewald Kockritz, station advertising manager, exchanges theme signals with "Suzy".

* * *

Bugler Letters

PROMOTION LETTERS in a series of three have been sent to Bugler Tobacco dealers by station managers in cooperation with the publicity department of Russel M. Seeds Co., Chicago, agency for Brown & Williamson Tobacco Corp., Louisville. Shift from Wednesday to Friday is announced for *Bugler Plantation Party*, on 84 NBC stations, and dealers are urged to tie in window and counter displays of Bugler Thrift Kits and Tobacco with the radio advertising. The dealer letters follow up letters to the stations from Whitey Ford, "The Duke of Paducah" on the show.

* * *

Esso Plates

THROUGH the local Esso dealer, WPTF, Raleigh, has distributed 1,000 auto license tags as a promotional tie-in with its *Esso Reporter* newscasts. Markers on a blue background in red and white give WPTF's call letters and list the Esso broadcast schedule.

* * *

Mats of Pix

MONDAY morning news releases sent out by NBC in mimeograph form are now prefaced with a special clip sheet showing mat photographs available of new and leading stars on NBC feature programs.

* * *

Free Stamps

ALBUM with a ten-cent defense stamp mounted therein has been offered to listeners by the Lammert Furniture Co., St. Louis, sponsor of Ray Dady's commentaries on KWK, St. Louis. A post card from the sender is the only requisite.

Foreign Language Programs Studied

FCC Survey of 200 Stations Shows Slight Change

OBSERVING that "since the outbreak of war, and under increased surveillance, the foreign-language stations have themselves jointly and individually acted to guard against subversive broadcasts", the FCC has issued a "wartime survey" which reveals that 200 standard broadcast stations in this country were carrying programs in 29 foreign languages for a total of 6,776 hours during the first 30 days after Pearl Harbor.

A pre-war survey conducted by the Commission in 1940 showed 199 stations broadcasting in 31 foreign languages for a period of about 1,330 hours per week. The current survey indicates a decrease of 67 hours as compared with foreign-language broadcast time for the 30 days preceding the outbreak of war.

Italian, Polish and Spanish still predominate in the domestic foreign-language broadcasts, which are generally directed at local foreign-born populations.

The Commission's release of its findings is taken as a tacit approval of the continuation of foreign-language programs so long as they are adequately checked by station managements. Most of the stations carrying such programs are noted as being in areas with considerable foreign-born populations.

"Many programs", the Commission stated, "are being devoted to the U. S. war effort, and various government agencies are utilizing this medium to inform and enlist the support of our foreign-born in the battle of democracy. In particular, foreign-language stations have broadcast information about the alien registration and about matters pertaining to aliens within our borders."

The Commission's statement points out that no domestic station broadcasts any foreign tongue exclusively. Only three stations broadcast 300 hours or more of foreign languages in the 30 days mentioned. Few high-power stations carry foreign language programs, only one in the 50,000 watt class reporting such programs. Others listed were three of 10,000 watts; 38 of 5,000; 48 of 1,000; 8 of 500, 94 of 250; 8 of 100.

Chicago Writers Organize

CHICAGO chapter of the Radio Writers Guild has been organized with Fred Kress, freelance writer, elected president. Members of temporary executive council are: Leslie J. Edgley, Blue Network continuity editor; Dan Ryan, CBS producer; Jack Payne, WGN-MBS writer; William Costello, CBS news writer; Jack Mitchell, NBC writer; George Roosen, CBS producer, Oren Tovrov, author of NBC-Red *Ma Perkins;* Hobart Donavan, Blue writer; Pauline Hopkins, author of *That Brewster Boy;* Madelaine Clark, freelance; James Peas, NBC writer. First annual election of president and council will be held in April.

KMA is "edited" for FARMERS—not jitterbugs!

● **Farm people have problems, needs and wants experienced by no other single group in the world. And 66% of the 3,000,000 people in KMA's primary area live on farms or in towns under 2,500 population.**

That's why KMA is so different from most other stations . . . why it is programmed for *farmers* . . . why it devotes 13½ hours daily to *local* service.

And *that's* why KMA, with 5,000 watts, packs a far harder punch than most stations its size — consistently outpulls the most powerful stations in most metropolitan areas! We have the proof — and it's yours for the asking. Want it?

The No. 1 Farm Station in The No. 1 Farm Market—

150 COUNTIES AROUND SHENANDOAH, IOWA

FREE & PETERS, INC., Exclusive National Representatives

Why This Advertisement has Doubled in Value

since we first ran it, last summer!

Business conditions have changed enormously since last August, when this advertisement pointed out how the Blue lowers your cost of distribution by reaching more ears per dollar.

Conditions then were beginning to put the squeeze on profits. Today you have far more than profits to protect. You have your business to protect—your trade name, and your good will. More than ever, you want your advertising dollars to work harder.

The war has changed many things—but it has not changed the fundamental advantages which the Blue offers you, except to increase their value to you.

Efficiency and economy for advertisers on the Blue are not newly discovered nor newly adopted virtues. In 1941, 40 new advertisers bought the Blue because of its efficiency and economy—because Blue stations are concentrated in the money markets, because the Blue uses high power *only where it is needed,* and because the Blueplate Discounts make it possible to "go national" on a modest budget.

When you buy Blue you get national coverage at the lowest cost per thousand for any medium entering the home. Today, in the changing pattern of war, this *effective economy* is worth more to you than ever before. Ask any Blue Network salesman for details. It's easy to do business with the Blue!

BLUE NETWORK COMPANY, INC.
A Radio Corporation of America Service

THE Blue NETWORK

Sales thru the air with the greatest of ease

Buy Blue—Protect Your Profit Margin by Lowering Your Cost of Distribution!

Lo, pity the poor manufacturer! He is caught in a squeeze that pinches him right in the wallet.

Increased taxes, rising labor costs and higher-priced raw materials combine to raise production costs. Price ceilings and other factors restrict increases in retail prices.

So today it's important to lower your distribution costs by reaching more consumers with every advertising dollar.

If you're not using radio you really ought to look into it—especially into the Blue Network. If you're already on the air, we suggest you compare your current radio picture with these well-known advantages of the Blue.

ECONOMICAL COVERAGE—Blue stations are located where the buying power is heaviest, strategically placed to cover markets, not areas.

ECONOMICAL POWER—Blue power is allocated to conserve your budget, by employing costly high power stations *only* where such power is necessary.

ECONOMICAL COSTS—"Blueplate" discounts enable you to expand your network with your budget and receive savings up to 20% of your total time cost.

ECONOMICAL PROGRAMS—Blue evening commercials have reached a CAB *average of 10*, yet their average talent expenditure per quarter hour is 44% *less than their major network competition.*

The moral—reach more ears per dollar! Buy Blue!

THE Blue NETWORK

Sales thru the air with the greatest of ease

Road Shows Help Program Ratings

Coast Experiments Result in Gains, Says Moskovics

WITH substantially increased dividends in awakened dealer enthusiasm and audience gain, following three successful experiments, roadshowing of studio audience region ally sponsored network programs is advocated by George Moskovics, CBS Pacific Coast sales promotion manager.

Although an added expense to the sponsor, exploitation and goodwill created by the gesture, more than repays advertisers, he said, adding that "for the duration it is important that a sponsor squeeze the last ounce of benefit from a program and this is one way to do it."

Series of Big Crowds

Citing experiences of General Petroleum Corp. (Mobilgas) sponsoring the weekly half-hour dramatizations, *I Was There*, on 8 CBS West Coast stations, Moskovics said this studio audience show drew 5,000 to its Fresno, Cal., performance last month, despite a driving rain. When the program was broadcast from Portland, Ore., Civic Auditorium the following week, 3,400 persons attended the event. More than 3,000 packed Seattle Municipal Auditorium when the show originated from that city in early autumn. Despite a blackout the previous evening, which caused a 50% theatre attendance drop, some 2,800 recently witnessed broadcast of *What's on Your Mind?* sponsored by Planters Nut & Chocolate Co., on 10 CBS West Coast stations, when it emanated from San Francisco's Golden Gate Theatre.

First CBS West Coast client to successfully experiment with roadshowing was Seaside Oil Co., Moskovics said. Playing to capacity houses with turnaway crowds, the firm sent its weekly *Seaside Spelling Beeliner*, sponsored on CBS Western stations, on tour to five major California and Arizona cities.

In all three instances, according to Moskovics, there was an immediate jump in program ratings following their "tour" as result of audience strengthening in cities where they had made personal appearances. Ample newspaper publicity and increased merchandising and promotional support from the trade was secured by each sponsor as result of the roadshowing.

Sportscasters' Group

WITH the election last week of Ted Husing, CBS sportscaster, as president, the Sports Broadcasters Assn. has established itself as an active organization, made up of sportscasters from 14 stations in the greater New York area. Other officers elected included Stan Lomax of WOR, first vice-president; Bill Stern of NBC, second vice-president; Dave Driscoll of WOR, secretary, and Bert Lee of WHN as treasurer. The association, which meets every Tuesday at Toots Shor's Restaurant, New York, also aims to serve as a clearing house for problems of sportscasters.

FIVE STATIONS TIED FOR BLACKOUT

New York Governor Praises Cooperation In Nine-County Coverage

BLACKOUT, in which five stations pooled facilities to give nine-county coverage of proceedings in New York State, provided above pictures. WTRY operator (left) reports the flash for complete blackout of the upstate area while Robert Stevenson (center), announcer of WGY, Schenectady, describes the work of the Emergency Medical Service. Infra-red film was used for the night shot of Gren Rand (fur-capped), announcer of WOKO, Albany, and Jerry Manter, Transradio Press Service, who helped report the proceedings involved in the blackout.

FIVE STATIONS in Albany, Troy and Schenectady recently combined their forces and facilities to offer complete coverage of the largest practice blackouts yet conducted on the Atlantic Seaboard.

Nine counties in New York State blacked out at the order of the Army Interceptor Command. Advance information permitted the stations to anticipate the actual order by one minute so that WOKO and WABY, Albany; WGY, Schenectady; and WTRY and WHAZ, Troy, were able to interrupt scheduled programs at 8:31 p.m. to carry the entire proceedings.

Opening the half-hour broadcast was a description of the activity of the Interceptor Command Control center in Troy. WTRY announcer Cecil Walker sent the show to Nick Carter who brought listeners a picture of the receiving of the actual signal to blackout.

And Then To Albany

The broadcast was shifted to Gren Rand, of WOKO, who spoke from the parapet of the State Office Bldg., Albany. Concluding his description of the blackout, Rand sent the broadcast to Carl Raymond of WGY, who spoke from a temporary center of the Emergency Medical Service in the Hotel Van Curler, Schenectady. While operations of this service were being explained an "action call" was received from the Schenectady control center. A medical field unit was dispatched to the scene of the emergency. Bob Stevenson, WGY announcer, gave a running account of his ride behind the ambulance. Arriving at the YMCA, Stevenson interviewed doctors who explained the nature of the simulated injuries of the patients.

From the top of the Carnegie Bldg., on the campus of Rennsalaer, Troy, Bob Lewis took over to tell how the blackout was being handled in his town. Bill Winne, of WABY, from the State Office Bldg., Albany, introduced Mayor Erastus Corning 2d, who thanked all agencies for the part they played in the blackout test. Mayor Corning introduced Gov. Herbert H. Lehman who read his remarks with the aid of flashlights. In his appreciation of the radio tie-up, Gov. Lehman made the following statement: "Tonight we have been given an example of cooperation among our Capital District radio stations which might well be adopted by other broadcasters throughout the nation. Voluntarily these stations, members of different network systems and of separate ownerships, joined their facilities to help civilian defense authorities to make this practice blackout a success. With such unity to harness all the forces of our nation, victory is certain, I am sure. Stations WGY, WOKO, WABY, WTRY and WHAZ are to be heartily commended."

Tatom Heads KEEW

CLIFF TATOM, who recently purchased a half interest in KEEW, Brownsville, Tex., has assumed the managerial duties of that station. Mr. Tatom, during the past 11 years, has been manager of KRIS, Corpus Christi; KABC, San Antonio; KCMC, Texarkana, and KNOW, Austin, all in Texas.

Plug Puller

DURING the recent test blackout in Macon, Ga., announcer Jim Williams of WBML averted a broadcast tragedy only by his knowledge of the touch system control operation of the 76 B-1 RCA Console. Overzealous air-raid warders of the WBML studio building pulled all available switches, including the one which blacked out WBML's control room. Fortunately, Announcer Williams knew his way around the control board well enough to punch his way out of trouble and the broadcast went off on schedule.

Col. Barton Withdraws Proposal for Purchase And Moving of KTHS

ANTICIPATING rejection of the deal by the FCC in the light of its multiple ownership policy, Col. Tom H. Barton, Arkansas oil magnate and owner of KARK, Little Rock, and KELD, El Dorado, and executives of the Hot Springs Chamber of Commerce, have voluntarily called off the proposed purchase of KTHS, Hot Springs, now licensed to the Chamber of Commerce. The FCC has dismissed without prejudice the application for transfer of KTHS to Southland Radio Corp., formed by Col. Barton as the holding company for KTHS.

Col. Barton had formed Southland to apply not only for the acquisition of KTHS but in order to apply for 50,000 watts for that station, whose new transmitter he proposed to move to Wrightsville, Ark., about 50 miles nearer Little Rock. KTHS now operates with 1,000 watts night and 5,000 day on 1090 kc.

The company was capitalized at $225,000 and one-third of its common stock was to be turned over to the Chamber of Commerce.

FCC counsel, in conferences with the principals, indicated the applications might be granted if Col. Barton would agree to dispose of KARK inasmuch as KTHS with 50,000 watts would cover the Little Rock area. Col. Barton declined to do so, and following conferences with Chamber of Commerce officials agreed to the dropping of the deal.

FOREIGN SCHEDULE OF CBS PREPARED

TO PROVIDE a two-week testing period prior to the start in early March of the new CBS Latin American network, CBS revised its shortwave schedule recently for its three new transmitters—WCRC and WCBX, 50,000 watts each, and WCDA, 10,000 watts. From early morning to late afternoon, the CBS transmitters will be beamed to Europe and thenceforth, until 11 p.m. EWT, directed toward South America.

The schedule announced by Edmund A. Chester, CBS director of shortwave broadcasting and Latin American relations, follows:

WCBX—Europe, 6:15 a.m.-3:45 p.m. 15,270 kc., 19.6 m.; East Coast, South America, 4 p.m.-11 p.m., 15,270 kc., 19.6 m.
WCRC—Europe, 6:15 a.m.-3:30 p.m. 17,830 kc., 16.8 m.; West Coast, South America, 4 p.m.-11 p.m., 11,830 kc., 25.3 m.
WCDA—Europe, 3:30 p.m.-4:45 p.m. 17,830 kc., 16.8 m.; Mexico, Central America 5 p.m.-7:45 p.m., 17,830 kc., 16.8 m.; Mexico, Central America, 8 p.m.-11 p.m., 6,170 kc., 48.6 m.

Army News for Women

WOMEN commentators of more than 150 stations are receiving broadcast material from the Army Quartermasters Corp each week. Only short items of interest to women in the home are released. Stations are only put on the mailing list at their own request, according to Lieut. John S. Hayes, public relations officer. In areas where two stations have overlapping coverage, each receives different material. Lee Chadwick heads the radio section of the Quartermaster public relations branch.

Dear Mr. Lincoln:

There are those who tell us that you are dead.

Yet we, Mr. Lincoln, know that men like you can never die: neither you nor the things you stand for. We write you this letter now because we think you will like to hear about your people—that you will be proud of your people —the millions of people in whose hearts you still live, and will always live.

We want to tell you, Mr. Lincoln, that your people still treasure the freedom you defended...which it is now our turn to defend. Once again we have turned from the ways of peace to the ways of war: not through choice (for we had no choice) but through a necessity which you, of all Americans, can best understand. And we know that you would have it no other way...

We want to tell you, too, that we have not lost the American vision of peaceful progress—that American eyes still search the broadening horizons as yours did. We see new things for the people, when the guns are silent again. New things to serve all men, everywhere.

Those things we see for tomorrow. As for today, Mr. Lincoln, the most fitting words we can find are those *you* spoke less than six weeks before an assassin's bullet silenced your lips forever:

"With malice toward none; with charity for all; with firmness in the right as God gives us to see the right, *let us strive on to finish the work we have begun...*"

Be assured, Mr. Lincoln—that work *will* be finished!

RCA

RCA BROADCAST EQUIPMENT, CAMDEN, N. J.

KEX *Portland*

THE OREGONIAN

KJR

FISHER'S BLEND STA

Announce th

Paul H. Ryn

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Music Epilogue

BROADCASTERS currently are in receipt of new license proffers from Broadcast Music Inc., to run from March, 1942 till March, 1950. They cover the same approximate span as the license offers from ASCAP.

Many station owners are pondering the future music situation. Some are asking, Why pay BMI when ASCAP, having learned its lesson, is back in the fold?

The answer should be simple. Buying BMI is buying insurance, but at a lower premium than ever before available. Broadcasters used to pay ASCAP 5½%. Now, if they want two blanket licenses (which we don't necessarily urge), they can get them at 3.3%. They can avail themselves of the "per-program" privilege for either or both catalogs. In addition, the principle of clearance-at-the-source is established.

Those are the attainments of the ASCAP battle of 1941. They will all go to pot if ASCAP loses its competition—competition afforded principally by BMI, as conceived, nurtured and matured by radio. ASCAP will lose that competition if BMI is not wholeheartedly supported by the industry; if BMI numbers do not make the Hit Parade with the regularity they deserve. ASCAP said (before BMI) that "radio murders music". BMI proved that radio makes music.

The ASCAP long-term contract carries provisions allowing the station to switch from "blanket" to "per program" and, under given conditions, to cancel entirely. These rights, however, are empty and useless unless broadcasters have an alternative repertory. So long as such an alternative exists they probably never will have to avail themselves of it wholly. Conversely, if there is no alternative, ASCAP or any other similarly situated group could be expected to take advantage of every device to exact greater tribute in a non-competitive market.

BMI was created to establish competition in music. Industry money and the capital, brains and energy of publishers and writers have been put into it. It becomes more than a business advantage; it is a moral responsibility to keep BMI going full blast.

As an industry company and directed by a board made up of practical broadcasters, BMI's whole purpose was to take away ASCAP's gun, and give to public performers of music a competitive market in which to deal. That it has far exceeded expectations, is music, radio and ASCAP history.

This Is War!

THESE ARE DAYS when mere flag-waving and the rah-rah stuff must give way to the grim realities of war. If anyone in radio harbors the thought that this war is just another "big show", source merely of a great new reservoir of program material, he must dispel that idea once and for all.

Radio's entertainment function, while important, cannot and must not lull the people into the state of over-confident complacency which some of our statesmen have charged has prevailed in America—at least up to the fall of Singapore.

It was with full realization of the gravity of the war situation that the advertising industry as a whole threw its resources at the command of the Government last week by forming the Advertising Council to funnel the strength of all media toward the war effort.

The public, through the radio medium, this Monday night is to hear an accounting from President Roosevelt, and on the four successive Monday nights, via the networks, is to be addressed by Donald Nelson, War Production Board chieftain, by arrangements of the Council's radio committee with the Office of Facts & Figures.

No longer is it a matter of competition among media to prove which can be used most effectively in impressing upon the public mind the vital necessity of bending all energies toward winning the war. Radio will do the part assigned to it, willingly and enthusiastically, cost what it may in time and money. It has already started.

Calculated to arouse the country, the program *This Is War!* was projected over the combined networks Saturday before last and is to be continued each Saturday evening as produced by Hay McClinton and directed by Norman Corwin. Judging from the first show, chill and blood-curdling at times but deeply impressive, we would say that this kind of production is radio at its potent peak. It isn't entertainment to make you forget your cares; it is down-to-the-production-line-and-bullet stuff that is designed to arouse the highest patriotic instincts in time of crisis.

Stations, whether affiliated with networks or independents, will be doing their country a disservice if they fail to carry this great program, the fruit of some of the best writing and production minds in broadcasting. Writers like Stephen Vincent Benet, Maxwell Anderson, Clifford Odets, Elmer Rice and William Robson are donating the scripts; actors and musicians are giving freely of their talent, with no strings tied to them by their unions; Norman Corwin and John (*Cavalcade of America*) Driscoll and Hay McClinton are borrowed from their employers to see the productions through.

The combined networks, in association with the NAB, are furnishing the time without stint, and of course the show has been made available to independents for simultaneous broadcasts and for rebroadcasts. It is the most ambitious radio program undertaking by the most important sponsor of them all—Uncle Sam.

Effects of the projected sugar rationing on some of radio's most important classifications of sponsorship—foods, confectionery and beverages—cannot yet be estimated, but so far such accounts have shown little or no inclination to abandon or curtail their present extensive use of the broadcast medium.

Freezing Competition

IF THE DCB-WPB-FCC "freeze order" really sticks—that is, if exceptions do not become the rule—it will remove the Sword of Damocles that has hung over the head of nearly every broadcaster, particularly the broadcaster in already crowded radio areas where the Commission has more than often been wont to crowd in "just one more station" for one reason or another.

Rightly or wrongly, the quarrel that most long-established operators have had with the "survival of the fittest" theory enunciated and upheld in the Sanders-Dubuque case, is that it ignores the simple economics of market capacity; it has rendered it possible for anyone with engineering, legal and financial qualifications to enter into competition with long-existing station enterprises. Sometimes the grants to newcomer competitors have borne more than a mere tinge of politics.

There are very few areas in the United States outside the sparsely settled prairie and desert spaces which do not now get "primary service from one or more standard broadcast stations." Many new local stations have been granted in small towns, quite justifiably, on the ground that each community is entitled to home service. But many others, local and regional, perhaps properly under the "survival" theory in normal times, have been granted where no conceivable need could be shown in view of adequate existing services.

Indeed, some were authorized largely on the showing that they would remain independent—that is, would not hook up with any of the networks (baneful influences!).

The freezing of assignments, covering as it does new stations as well as improvements on old ones, has the practical effect of freezing competition pretty much at present levels. Upon old stations it will force the curbing of natural ambitions to improve their status—but then the equipment isn't available anyhow. But for nearly all stations, in the light of the competition which already exists to a high degree in practically all of the more populous areas, the order will for the duration provide a safeguard against brand new competition at a time when the business outlook is uncertain, to say the least.

We Pay Our Respects To —

ARTHUR FLOYD VAN DYCK

ARTHUR F. Van Dyck, chief of the industry service section of the RCA Laboratories and elected President of the Institute of Radio Engineers for 1942, has been a well-known personality in radio from its earliest days.

He has made many technical contributions to the art, the most recent being the RCA Alert Receiver, a device by which civilian defense workers are notified in times of emergency and called to a special radio to receive instructions for action. His interest in radio dates from his school days. He has some 30 patents to his credit, and a variety of interests that are as broad as an industry which comprises many diverse branches.

Arthur Van Dyck, now 50, began his career in radio as an amateur. Later, he served as a ship operator for the United Wireless Telegraph Co. during college vacation periods. After receiving his Ph.B. at Yale, he joined the laboratory of Prof. Reginald Fessenden, at Brant Rock, Mass., where he participated in many of the experiments of that pioneer which have since become technical classics. Afterward he went to Westinghouse at Pittsburgh to serve as laboratorian, and later was instructor in electrical engineering in the Carnegie Institute of Technology.

During World War I Van Dyck was expert radio aide in the Navy, which experience led to his appointment as chief factory engineer of the Marconi Wireless Telegraph Co. of America when peace-time radio was resumed. There followed a period of service with the General Electric Co. when he was in charge of development and design of radio receivers.

Van Dyck joined RCA soon after that company was formed, late in 1919, and for some years had an important hand in the Technical and Test Department. Then he was appointed to a post of special service to RCA licensees, and this post he holds today.

You couldn't possibly associate Van with the "ivory tower" type of research engineer. His is a long record of effort toward fostering industrial relations, to improve standards, promote association activities dealing with common problems, and like work. He has a knack of explaining technical development to sales organizations in terms of application, so new things may move on to the public as quickly as possible. Recognition of these qualities is perhaps best summarized in the statement that Van Dyck is slated to become manager of the Industry Service Section of the RCA Laboratories now being built at Princeton, N. J.

Van likes boats. Since his hitch in the Navy he has been for some 15 years a reservist, with the rank of Lieutenant Commander. In the small boat field he has been active in the affairs of the U. S. Power Squadrons and as Rear Commodore of the Huguenot Yacht Club. Of course, he always has radio aboard his craft. Not only a broadcast receiver, but that tricky, two-way, shortwave gear by which you can call up anybody you want ashore, or another boat, or the Coast Guard if you get in a jam.

Photography is another Van Dyck hobby. Get on this subject with him sometime when you are in his office and he'll very likely show you some of his prize prints or six-foot murals. And speaking of offices, you learn something about the man the minute you enter Van Dyck's room in the RCA Laboratory at 711 Fifth Ave., New York. He designed all the furniture. Main feature, of course, is the desk, which fits part way around his chair in a broad curve. Everything he might want is within arm's reach, and it is spacious enough to serve also as a sort of conference table for visitors. Functional design is the idea, and this desk typifies the unconventional approach by which this research laboratory under Van Dyck has turned up so many new things in its work, of which automatic frequency control and the RCA Alert Receiver are samples. His effective demonstration of the possibilities of the Alert Receiver, by the way, have resulted in Van Dyck's appointment as member of the Communication Liaison Committee of the Office of Cilivian Defense.

For several years Van Dyck has been a Fellow and Director of the Institute of Radio Engineers, to the Presidency of which he has now been elected, and a Fellow in the Radio Club of America. But none of these and many other responsibilities weighs him down, as you'll quickly discover if you should be rash enough to challenge him to a game of table tennis.

Personal NOTES

G. C. (Bill) JONES Jr., has been named national sales manager of Georgia Broadcasting System. Mr. Jones, formerly with the Hearst organization in advertising and the Rodney Boone organization of newspapers, was more recently in the sales department of WGST, Atlanta. His headquarters will be in the Henry Grady Bldg., Atlanta.

FRANKLIN D. MERRITT, formerly with the *Daily Press*, Ashland, Wis., and for five years executive secretary of the chamber of commerce of Ashland and Menominee, Mich., has joined the sales staff of WJBK, Detroit.

HUGH B. TERRY, manager of KLZ, Denver, has been elected to the board of directors of the Advertising Club of Denver.

W. CAREY JENNINGS has resigned as manager of KWJJ, Portland, Ore. He was also former manager of KGW-KEX, Portland.

CHARLES REED, formerly with Westco Adv. Agency in charge of spot broadcasting, has been appointed promotion manager of KQW, San Jose.

CHARLES STAHL, formerly general manager of WKNY, Kingston, N. Y., has joined the sales staff of WDAS, Philadelphia.

MAJ. EDWARD A. DAVIES, vice-president in charge of sales of WIP, Philadelphia, has resigned as public relations officer in the Office of Civilian Defense in the Philadelphia area.

MILTON SAMUEL, publicity director of Blue Network on the Pacific Coast, is the father of a boy, born Feb. 15.

JACK WHITBY, formerly program director and partner at CJIC, Sault Ste. Marie, Ont., has purchased an interest in CFLC, Prescott, Ont. The station is represented by Stovin & Wright, Toronto.

GEORGE McELHINEY, salesman at KXOK, St. Louis, has returned to his desk following a mouth's illness.

JIM ROBERTS, formerly an auto salesman, has joined the sales staff of WCSC, Charleston, S. C.

DONALD W. THORNBURGH, CBS Pacific Coast vice-president, has been appointed to the Los Angeles Chamber of Commerce directorate.

IRVING ROGERS, general manager of WLAW, Lawrence, Mass., has been appointed chairman of public information division for Region IV of the Massachusetts Public Safety Committee.

ARTHUR A. NEWCOMB, formerly commercial manager of WOCB, W. Yarmouth, Mass., has been named assistant sales manager of WLAW, Lawrence, Mass.

DON ROBERTS, formerly on the sales staff of the Blue Network, has joined the same division at CBS.

MUCIO DELGADO, manager of KYCA, Prescott, Ariz., has left to join the radio division of the Office of Inter-American Affairs (Rockefeller Committee) in New York where he will work on shortwave broadcasting to Latin America. Mr. Delgado last year was awarded the Prescott American Legion trophy as the citys' outstanding citizen.

WILLIAM R. McANDREW, former news editor of BROADCASTING, on Feb. 13 was named chief of the information section, Board of Economic Warfare, which he had joined Feb. 1 as assistant chief.

TED BAILEY, formerly on the advertising staff of *Los Angeles Herald-Express*, has joined KMPC, Beverly Hills, Cal., as account executive. Robert O. Reynolds, general manager of the station, will supervise sales, with no replacement announced for Walter Davidson, who resigned to become sales manager of KGO, San Francisco.

GEORGE J. VOGEL, formerly director of the Manila stations KZRM and KZRF, has joined the radio division of the Rockefeller Committee.

JAMES M. GAINES, formerly of Ruthrauff & Ryan, New York, as personal representative for Major Edward Bowes, has joined the station relations department of NBC to promote closer affiliate tie-ins with local activities.

GRIFFITH B. THOMPSON, vice-president and general manager of WBYN, Brooklyn, has been elected a director of the corporation owning the station. His contract as manager has been extended three years.

IRWIN H. HERMANN and Leslie E. Ruark, formerly radio salesmen on the West Coast, have joined the sales staff of WBYN, Brooklyn.

HENRY NEUMAN, manager of the auditing department of WOV, New York, on Feb. 10 became the father of a girl.

NAT DONATO, formerly of the advertising department of the *New York World-Telegram*, has been appointed to the sales staff of WOV, New York.

ROBERT EASTMAN, NBC spot salesman, has been appointed to the national spot sales staff of the Blue Network by Murray Grabhorn, manager of that division.

JERRY WINTERS, manager of WGBR, Goldsboro, N. C., is the father of a baby girl, born Feb. 11.

G. HERBERT SALLANS has been appointed general news manager of British United Press, Montreal, according to R. W. Keyserlingk, BUP general manager. Sallans was with the *Vancouver Sun* as managing editor for 11 years and he has given weekly war digests on CKWX, Vancouver.

MABEL BUTTERFIELD, onetime Los Angeles timebuyer of Buchanan & Co., has joined the Blue Network Hollywood sales promotion department as assistant to Kevin Sweeney, manager.

FRANK CONWELL, sales promotion and publicity director of WTMJ, Milwaukee, has been named Radioman, 2d Class, by the Navy and has entered the Navy Radio School in Chicago.

JIMMY FOX, son of J. Leslie Fox, Los Angeles manager of Paul H. Raymer Co., station representatives, has joined KTMS, Santa Barbara, Cal. as manager of the Ventura studios.

BILL KNAPP, formerly time salesman of WDZ, Tuscola, has joined the merchandising staff of WIBC, Indianapolis.

J. M. (Mac) WARD, formerly Chicago representative of WMCA, New York, has joined the Chicago staff of Blue Network as salesman for national spot and local accounts.

C. J. (Chuck) LANPHIER, manager of WEMP, Milwaukee, on Feb. 15 became the father of a baby girl.

BEHIND the MIKE

FRANCE LAUX, chief announcer at KMOX St. Louis, has been appointed by Les Quailey, U. S. director of radio sports, OCD, as regional director of radio sports without pay for the Seventh Corps area comprising Missouri, Kansas, Arkansas, Iowa, Nebraska, Minnesota, North Dakota and South Dakota.

MATT GETTINGS formerly announcer of WARM, Scranton, has joined WLVA, Lynchburg Va. Bill Loren, WLVA music director on Feb. 14 was inducted into military service.

JOHN AMES, announcer of WSPD, Toledo, O. has enlisted in the Army Air Corps.

KMBC Staff Changes

DON MACON has been tentatively named administrative head of the program department of KMBC Kansas City, it was announced last week by Arthur B. Church, president, and Karl Koerper, managing director. Mr. Macon replaces Felix Adams, program director for the past two and one-half years, who has resigned, effective March 1. Fran Heyser, Chicago producer for Arthur B. Church Productions, will become production manager of KMBC under the new set-up.

ISABELLA BEACH, formerly sponsored on NBC by General Foods Corp. as Frances Lee Barton, and prior to that by Necker Products Co. on Mutual, recently started a quarter-hour women's program, titled *Through A Kitchen Window*, on WINS, New York. Mrs. Beach, whose new six times weekly program on WINS will feature recipes, is an authority on cooking and is now doing a book on the subject for publication by Scribner's.

DONALD L. KEARNEY, recently in charge of radio production for the USO in New York and formerly with WHAM, Rochester, WAGE, Syracuse, and WFAS, White Plains, was inducted into the Army Feb. 11.

HELEN SAWYER, commentator on the five-weekly quarter-hour program, *Here's to the Ladies*, on KECA, Los Angeles, and Franklin (Pinky) Parker, Hollywood radio actor, were married in Yuma, Ariz., Feb. 14.

GEORGE BRYAN, CBS newscaster, has been selected by the Navy as narrator for the movie short currently in production at Fox studios to explain the work of the Navy Relief Society.

GEORGE S. KAUFMAN, playwright, producer and director, has taken over m.c. duties for the Mutual series *Keep 'Em Rolling*, presented under the auspices of the OEM. He succeeds Clifton Fadiman.

JOE HARRINGTON, CBS news room desk assistant, has been accepted as an aviation cadet to report soon to Maxwell Field, Alabama.

RICHARD E. REDMOND, assistant to Robert A. Schmid, MBS director of sales promotion, and formerly with Wm. E. Rudge & Sons and CBS, is leaving this month to join Pan-American Airways in Equatorial Africa.

STEVE D. MANDERSON, actor and theatre-manager, has joined the announcing staff of WGAC, Augusta, Ga.

MAURICE RAPPEL, director of Jewish programs of WWRL, New York, has suffered a relapse from a recent illness forcing him to remain at home.

LEWIS CHARLES, formerly of WOV, New York, and previously of WHN and WINS, New York has rejoined WINS to handle a five-weekly two-hour program of transcribed music.

RAIF ERISKEN, former secretary to the Turkish consulate in New York, has joined the international division of CBS and is broadcasting on WCBX, CBS shortwave station, a five-weekly quarter-hour program in Turkish.

HARRY B. HENSHEL, son of the managing director of WOV, New York, has been commissioned as a second lieutenant, Field Artillery, at Fort Sill, Okla. He volunteered in the Army as a private in May 1941.

PRESTON L. TAPLIN, formerly of WHCU, Ithaca, has joined the announcing staff of WIS, Columbia, S. C.

JOHN HILL, program director of WWJ, Detroit, for the last five years and musician in the orchestras of Vincent Lopez and Art Kassel, has joined the production department of NBC-Chicago.

JIMMY BRIDGES, special events man of WSB, Atlanta, has been named assistant production manager; Hilbert Taft, announcer, promoted to continuity direction; Al Flanigan appointed WSB studio production manager.

ESSE LJUNGH of the production staff of CJRC, Winnipeg, has joined CBC at Winnipeg as production chief for CBC's prairie region. He succeeds J. C. McCabe, transferred to the production staff of CBL, Toronto, to replace Ian Smith, now in the bomber ferry command.

CHARLES JONES, secretary-treasurer of CHOV, Pembroke, Ont., became the father of a baby girl Feb. 8.

BILL HODAPP, formerly radio director of Grant Adv., Chicago, and recently on the continuity staff of WGN, Chicago, has joined the Army Air Corps at Randolph Field, Tex. Bob Doyle, WGN continuity writer, has been commissioned an ensign in the Navy, assigned to Naval Public Relations, Chicago. Bob Hibbard of the news room has re-joined the Army as public relations aide in the Sixth Corps Area.

C. N. VAN AUKEN, acting supervisor of the mail department of WOR, New York, has been commissioned a second lieutenant of infantry in the New York Guard.

BOB MILES, announcer at KSO-KRNT, Des Moines, has joined the Air Training Corps in Arizona. Norman Jolly, KGLO, Mason City, will fill the vacancy.

CHARLES ISAACS, Hollywood writer, has been added to the CBS *Rexall-Sherman Show*, sponsored by Procter & Gamble Co.

HOWARD BROWN, announcer of WIP Philadelphia, has been named night supervisor. He replaces George Barry, who resigned to free-lance in New York.

MARGE MAYLAND, formerly of the Radio Council of the Chicago Board of Education, has joined CBS-Chicago as assistant to Lavinia S. Schwarz, Midwest educational director.

FRANK FALLON, sports announcer of WMEX, Boston, will report nightly from various baseball camps during the coming training season.

EDWARD PAUL, announcer of WCFL, Chicago, has been appointed program director, succeeding George Case, resigned.

DOUGLAS B. GRANT, program director of WMT, Cedar Rapids, Ia., is the father of a girl, Linda Kay, born Jan. 21.

BOB GOERNER, announcer of KYA, San Francisco, was inducted Feb. 20 into the Army.

DWIGHT NEWTON, director of children's programs on KYA, San Francisco, recently became the father of his fourth child.

DON THOMPSON, freelancer in theater and radio, has joined KPO, San Francisco, as producer.

SIDNEY ROGER, commentator, of KQW, San Jose, recently became the father of a baby boy.

DICK WYNNE, freelance announcer, and Janet Strugnell of the KYA, San Francisco, accounting department, were married in San Francisco.

SHERWOOD DURKIN, news announcer of WMT, Cedar Rapids, Ia., is the father of a recently born girl, Mary Julia.

BERNARD F. DUDLEY, announcer of the Yankee Network, is the father of a baby girl born Feb. 16.

HARRY L. MITCHELL Jr., formerly KGU, Honolulu, announcer, has joined KFAC, Los Angeles, in a similar capacity.

ARTHUR T. JONES, announcer at KXOK, St. Louis, is the father of a baby boy born recently.

BEAR WALLOW (Ky.)

AIN'T NO BEAR FER BUSINESS!

You cain't do much business in cub-size towns like Bear Wallow, Bear Branch and Beartrack (Ky.)! But you sure *can* do business in the *tree-men-jus* Louisville Trading Area—where 46.9% of Kentucky's population accounts for 54% of the State's retail sales! . . . And listen! You can reach every corner of this Area with WAVE *alone*, which delivers 100% coverage at lowest cost! So how about it—huh?

LOUISVILLE'S WAVE

5000 Watts

970 K.C. . N.B.C. Basic Red

FREE & PETERS, INC., NATIONAL REPRESENTATIVES

Meet the LADIES

JOEANN SHAY, formerly of KSD, St. Louis, and WTMV, E. St. Louis, has joined the traffic department of WIBC, Indianapolis. Bert Julian, formerly of WDZ, Tuscola, has joined the announcing staff of WIBC.

MARGARET N. WYMAN, secretary to Herman S. Steinbruch, manager of WKNE, Keene, N. H., was picked as 1942 Carnival Queen of the Mardi Gras celebration in Keene.

MAE REGAN, in charge of NBC Hollywood talent auditions, and Nelson Griffith, Lockheed Aircraft Corp. engineer, were married Feb. 14.

JACK CARSON, Hollywood star of the weekly half-hour NBC *Signal Carnival*, sponsored by Signal Oil Co., is featured in Warner Bros. film, "The Shadow of Their Wings".

BILL REILLY, of KIEV, Glendale, Cal., and Al Carmona, CBS Hollywood page have joined KVEC, San Luis Obispo, Cal., as announcer-writers.

FRANK SWEENY, formerly of WOC, Davenport, Ia., on March 2 will join the announcing staff of WJJD, Chicago.

JOHN MEAGHER, formerly of the *Chicago Tribune*, has joined the special events and publicity department of WGN, Chicago.

ANDREW GAINEY, formerly of WHBF, Rock Island, Ill., has joined the announcing staff of KOA, Denver.

LEONARD R. BROWN has been placed in charge of all farm programs and outside promotion of KGFW, Kearney, Neb. Maxine Selover, from Kearney State Teachers College, has replaced Betty Cox as KGFW women's editor.

ROLLIE JOHNSON, sportscaster of WCCO, Minneapolis, has been appointed coordinator of the Civilian Defense Program for all educational institutions in Ramsey County, Minn.

KAY MORTON

WITH the wisdom of age and the freshness of youth, Kay Morton chats with the ladies of the St. Louis area every morning over WIL. A graduate of Washington U with a B.S. in journalism, and with a wealth of both newspaper and radio experience, Kay concocts an informal program of styles, food, news and interviews. Interviews are her forte and hobby. She has asked typically feminine questions of an impressive list of celebrities.

BOB PROCTOR, announcer of WDAE, Tampa, Fla., has entered the Navy as radioman, first class.

ROBERT YOUNG, formerly announcer of KOA, Denver, has been assigned to combat division of the Army as a lieutenant.

STAN BROWN, news editor of KOA, Denver, has been appointed to the publicity committee of the Denver Defense Council.

VIRGINIA DAVIS, director of women's programs at KXOK, St. Louis, is guest lecturer in a radio course at Clayton (Mo.) High School.

RALPH E. SKEDGELL, formerly associate director of the *Kate Smith Hour*, is a private at Jefferson Barracks, Mo., where he is preparing shows for the Army.

LESLIE COX, formerly special events director and announcer, has been promoted to program director of KGFW, Kearney, Neb.

JOHNNY OLSON, onetime announcer of WTMJ Milwaukee, has rejoined WTMJ.

G. LENORE REINKE has been appointed assistant manager of the transcription department of RCA Victor Co. of Canada, Toronto.

WALTER MAIR, veteran newspaperman, has joined the news staff of WBBM, Chicago.

JAMES MINIMUM, former announcer of WHIZ, Zanesville, O., has joined the announcing staff of WMAN, Mansfield.

JAIME JULIA, NBC, is broadcasting daily programs in Spanish from Washington for shortwave transmission to South America. Part of the network's International Division has been moved to the capital.

PARKER GIBBS, vocalist and saxophone player with Ted Weems' orchestra for 16 years, has joined the production department of NBC, Chicago.

BE SAFE
BE SURE

• • • —

Use Transcriptions for All Ad-Lib Programs

• • • —

For Washington News

AUTHENTIC
TIMELY
ACCURATE

Write or Wire

Broadcast Service Studios
1113 Denrike Building
WASHINGTON, D. C.

(Now Being Broadcast)

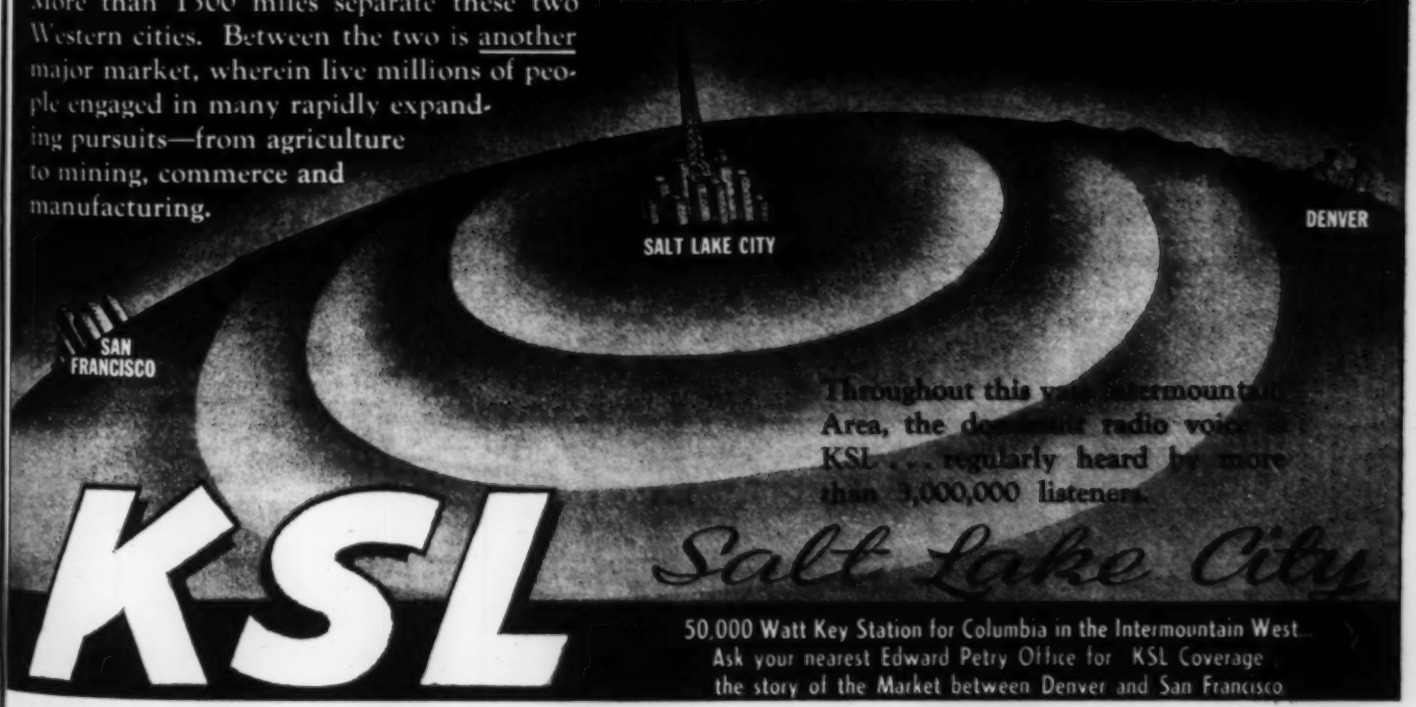
'WASHINGTON VIEWPOINTS'
'CONGRESSIONAL MAILBAG'

"HOWARD COSTIGAN INTERVIEWS THE MEN WHO ARE IN AND WHO MAKE THE NEWS"

These programs conform with all censorship requirements

It's A Long Way From
DENVER TO SAN FRANCISCO

More than 1300 miles separate these two Western cities. Between the two is another major market, wherein live millions of people engaged in many rapidly expanding pursuits—from agriculture to mining, commerce and manufacturing.



Throughout this vast Intermountain Area, the dominant radio voice is KSL . . . regularly heard by more than 3,000,000 listeners.

KSL *Salt Lake City*

50,000 Watt Key Station for Columbia in the Intermountain West...
Ask your nearest Edward Petry Office for KSL Coverage
the story of the Market between Denver and San Francisco

"Direct sales prove value of K S O"

Says L. E. Cohen of Davidson's

If you sell furniture, apparel, jewelry, hardware or home equipment of any kind, you know Davidson's of Des Moines, doing a state-wide business in all these fields.

And Davidson's know KSO, through a record of results covering more than four years. Quoting L. E. Cohen, Vice-President and General Manager:

"Since we began using KSO four years ago, we not only have had good results in the form of direct sales, but also have found it an excellent medium for institutional selling. Our experience shows that the use of top flight local talent, such as Andy Woolfries, plus short, well-planned commercial copy, adds up to effective radio selling."

On KSO and KRNT, national advertisers pay the same low rates as do local advertisers. So Mr. Cohen's statement is well worth remembering when you choose a station for air-selling to more than a million people in Iowa's No. 1 market—Des Moines and its extensive trading area.

KSO BASIC BLUE AND MUTUAL 5000 WATTS
KRNT BASIC COLUMBIA 5000 WATTS
The Cowles Stations in DES MOINES

Affiliated with the Des Moines Register & Tribune
Represented by The Katz Agency

It Happened
TEN YEARS AGO THIS MONTH

From the 1932 files of BROADCASTING

FR. CHARLES E. COUGHLIN in a Feb. 7 sermon pays tribute to radio, declaring: "The owners of broadcasting stations, realizing the responsibility placed upon them, have carried their banners high. Not once in the history of my radio work have I ever heard anything broadcast that could not be listened to by the youngest child in the family. . . . And yet, with all this, the radio stations throughout the country are being subjected to a Senatorial investigation while the commercial filth of other forms is approved by the silence of the same august body."

•

A. L. ASHBY, vice-president and general attorney of NBC, presents arguments in support of theory that broadcasting stations are not public utility common carriers, required to permit use of their facilities to all comers, in a brief filed with Interstate Commerce Commission urging dismissal of complaint of Sta-Shine Products Co., New York, demanding time on WGBB, Freeport, N. Y.

•

HARRY HOWLETT, commercial manager of WHK, Cleveland, has signed a contract with Billy Evans, manager of the Cleveland Indians, for exclusive broadcasts of all local games during the 1932 season except on Sundays and holidays.

•

HARRY SHAW, WMT, Waterloo, Ia., president of NAB, appoints following committee chairmen: Alfred J. McCosker, WOR, Newark, copyright; Henry A. Bellows, WCCO, Minneapolis, Legislative; Arthur B. Church, KMBC, Kansas City, Cost Accounting; E. M. Elkin, KDKA, Pittsburgh, Internal Revenue; Edgar L. Bill, WMBD, Peoria, Education.

•

EXAMINER Elmer W. Pratt recommends to Federal Radio Commission favorable action on applications of WJR, Detroit, and WGAR, Cleveland, for three experimental television stations to operate on the intermediate, low and ultra-high frequencies set aside for visual radio. Applications granted Feb. 27.

SENATOR DILL (D-Wash.), co-author of the Radio Act of 1927 reports he is writing new copyright bill aimed at moderating the differences between broadcasters and copyright owners as ASCAP ponders internal reorganization with a view to naming a successor to the late Julius C. Rosenthal, general manager.

•

D. E. (Plug) KENDRICK, director of WFIW, Hopkinsville, Ky., disputes the claim of J. H. Uhalt, WDSU, New Orleans, that the latter's station was the first in the South to install the new Graybar dynamic microphone, asserting that WFIW placed a Graybar AC panel and the first set of dynamic microphones in operation Nov. 15, 1931.

•

JOHN GILLIN Jr. appointed commercial and program director of WOW, Omaha, succeeding Marie Kieny, resigned to be married.

•

BLAYNE R. BUTCHER, formerly sales manager of WGH, Newport News, Va., and later on the production staff of WBAP, Forth Worth, joins WLW, Cincinnati.

•

CARL HAVERLIN commercial manager of KFI, Los Angeles, broke his ankle while leaving from a street car.

•

JOHN SWALLOW, manager of KFAC-KFVD, Los Angeles, acquires an airplane pilot's license.

•

CARL MEYERS, chief engineer of WGN, of the *Chicago Tribune*, is making surveys for a site for the new television equipment ordered for delivery from Western Television Corp., Chicago.

•

DAVE ELMAN, after three years as a continuity writer for CBS in New York, has resigned to do radio scripts and act as m.c. for the Blackman Co., New York agency.

•

JUDGE Ira E. Robinson resigns as Federal Radio Commissioner to open law offices in Washington.

•

PAUL WEST, manager of the advertising sales division of National Carbon Co., has been named managing director of the Assn. of National Advertisers, succeeding Albert E. Haase.

•

DR. J. H. DELLINGER, radio chief of the Bureau of Standards, is awarded honorary degree of Doctor of Science by his alma mater, George Washington U.

UNDER the direction of John R. Poppele, chief engineer of WOR, Newark, the station's engineering staff, supervised by Ray S. Lyon, has invented a collapsible microphone stand that combines three different types in use for announcing, banquet and concert work. In addition, Lyon is building an overhead microphone system on which from one to four microphones can be swung over a radius of 9 feet.

•

CLAIMING that synchronization experiments conducted by NBC with WTIC, Hartford, and WBAL, Baltimore, during the last ten months are "on the threshold of success" counsel asked the Federal Radio Commission to permit their continuance during regular program hours.

•

WXYZ, Detroit, and WJAS, Pittsburgh, apply to Radio Commission for return of the 1020 kc. channel used by KYW, Chicago, to the second zone from which it was "borrowed" in the 1928 general reallocation.

•

NBC reports $25,607,041 gross income for 1931, up 27.5% over 1930; CBS reports $10,184,958, up 31.4%.

•

AN ALLIANCE with the National Congress of Parents & Teachers for purposes of propaganda against Radio by the American Plan is formed by *Ventura* (Cal.) *Free Press*, California daily, whose publisher has undertaken a crusade against the existing radio system for the avowed purpose of removing an alleged competitor of the press.

•

FEDERAL Radio Commission, through Secretary James W. Baldwin, sends out exhaustive questionnaires as part of inquiry into commercial broadcasting demanded by Couzens-Dill resolution directing it to probe the whole broadcast structure with particular reference to advertising and to determine the feasibility of Government ownership.

Douglas Helps KMOX Stage Defense Program

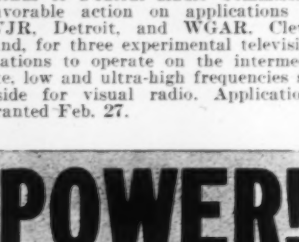
BY REQUEST of the St. Louis Office of Civilian Defense, Lieut. (junior grade) James C. Douglas, former production director of KMOX and now public relations chief of the local Navy office, was enlisted to assist Gordon Carter in the production of *St. Louis Prepares*, civilian defense spectacle held in the Municipal Auditorium on February 18. With the consent of the Navy, Douglas worked on the production in addition to his naval duties.

Helen Hayes, currently in St. Louis with *Candle In The Wind*, appeared as a special guest star in the show. Practically every patriotic and civic group in the city participated in the spectacle which included music, song, dramatized OCD demonstrations and new war films—all fitting into one massive production. Written by Ellen Lee Brasher, KMOX script writer, the production was under the supervision of Arthur Casey, also of the station's staff.

Pape Honored

TO W. O. PAPE, owner of WALA, Mobile, the *Gulf Coast Farmer*, monthly farm paper published by the Mobile County Farm Bureau, has dedicated its fifth anniversary edition. Reason for this tribute, the paper states, is that Mr. Pape, "in the opinion of the editors, has contributed more to agriculture in this locality than any other person."

POWER!
—WHERE POWER COUNTS MOST



WLAC
NASHVILLE, TENN.
soon going to
50,000 WATTS
REPRESENTED BY
PAUL H. RAYMER CO.
J. T. WARD, Owner
F. C. SOWELL, Manager

WDRC
CONNECTICUT'S PIONEER BROADCASTER
UNPRECEDENTED
Imagine a market with an Effective Buying Income of almost $5,000 per family. That's the present amazing figure for WDRC's Primary Area—Connecticut's Major Market. Write or wire WDRC, Hartford, for availabilities now. Basic CBS for Connecticut.
CBS

CALLAHAN HONORED FOR STAMP DRIVE

IN TRIBUTE for conducting perhaps the most extensive and effective free time campaign in radio history, all with enthusiastic support of the broadcasters, Vincent Callahan, chief of the press and radio section of the Treasury Department's defense savings staff, was cited last week for "brilliant achievements in popularizing the sale of defense bonds and stamps".

Mr. Callahan

He was one of three men honored at the annual award dinner last Tuesday of the National Assn. of Publicity Directors Inc., at the Waldorf-Astoria, New York. The others honored were Walter B. Weisenburger, executive vice-president of the National Assn. of Manufacturers, and William S. Shipley, chairman of the board of the York Ice Machinery Co.

Mr. Callahan joined the Treasury staff last year, coming from WBZ - WBZA, Boston - Springfield, where he was manager. Previously he was manager of WWL, New Orleans, and before that commercial manager of NBC's two Washington stations, WRC and WMAL.

The citation stated that in the opinion of the publicity association Mr. Callahan "has performed a remarkable job in taking an abstract subject, with little or no human interest appeal and with the smallest public relations staff in Washington, put into defense bonds and stamps the romance, emotion and desire to buy which have caused 5,000,000 people to purchase more than $3,000,000,000 worth."

War Time Shift Prompts BBC Shortwave Changes

WAR TIME, which went into effect last Monday morning in the United States, will not affect all British Broadcasting Corp. programs shortwaved to America. The BBC on Feb. 6 had announced that many of its programs would be retimed and as of Feb. 9 the time was changed in many instances to conform to American listening habits.

The North American transmission now opens at 5:15 p.m., Eastern War Time and closes at 12:45 a.m. (EWT). Listeners on the West Coast hear BBC programs until 9:45 p.m. instead of 8:45 p.m. as formerly. *Britain Speaks* remains at the same clock hour of 8:30 p.m., but the repeat is one hour later than at present, i. e., 11:15 p.m. The 8 p.m. newscasts have been shifted to 10:45 p.m., so as not to interfere with popular American programs and principal dramatic features have changed from 10 p.m. to 8:45 p.m. (EWT) with repeat at midnight. Other programs have moved up one hour.

GEORGE EGGER, vice-president of Harold H. Clapp Inc., Rochester (baby food), has been appointed sales manager of the company, replacing E. J. Fitzpatrick, who has been loaned by the company to the War Production Board as assistant chief of the Package Food Section, Food Supply Division.

AIR FACTORY PROGRAM
Consolidated Supplies News —Via Local Station—

CONSOLIDATED AIRCRAFT Co., San Diego, placing direct, as a service to more than 37,000 employes, is sponsoring a twice-daily quarter-hour newscast on KFMB, that city, releasing them over an automatic time-clock public address system at the plant.

Contract is for 52 weeks, having started Feb. 2. With John Thompson as newscaster, the programs are broadcast during lunch hours of two shifts, at 11:45 a.m. and 11:45 p.m., Consolidated supplying its own Associated Press news. Station, in addition, for 15 minutes preceding each newscast, contributes a special all request good-will defense workers program of entertainment.

To promote the series, Consolidated distributed more than 200 8½ x 11-inch counter and bulletin board display cards through its plant and gives additional publicity in the employes house organ. Each broadcast opens and signs-off with a message directed to the defense workers and their families.

Bakery Series in Pa.

BACKED by an extensive newspaper and dealer tiein campaign in Western Pennsylvania, Braun Baking Co., Pittsburgh (Roman Meal bread), through W. E. Long Co., Chicago, on Feb. 16 started a five-minute transcribed program, six time per week, on a group of stations in that area, WCAE WWSW KQV WISR WMBS WKPA. Series features Ona Munson, film and radio actress, with Truman Bradley as commentator and Ted Meyers handling commercials. Joan Schaffer carries the openings. Two Kings & A Queen, instrumental trio, provides musical background. Series was cut by C. P. MacGregor Co., Hollywood transcription concern, with Victor Quan supervising production.

FCC Proposes to Deny Station in Hamilton, O.

PROPOSED denial of a new station in Hamilton, O., to the Butler Broadcasting Corp., 250 watts full-time on 1450 kc., was announced last Wednesday by the FCC. As a result of a hearing, the Commission concluded that such a grant would not be in the public interest.

Principals in the applicant are Oscar Kronenberg, owner of the Crown Adv. Agency, Brooklyn, and formerly connected with the old WVFW and WARD, Brooklyn, 50% stockholder; Florence Kronenberg, wife of Oscar, 40%; and Samuel Kronenberg, a brother, 10%. The Kronenbergs are sons of Aaron Kronenberg, president of WBYN, Brooklyn.

WILLIAM L. SHIRER'S *Berlin Diary* was designated as the top nonfiction book of 1941 in the second annual nation-wide poll of literary critics conducted by the Book-of-the-Month Club. Ballots were cast by 155 critics.

WMMN

SOON 5,000 WATTS FULL TIME ON 920 KC.

MORE COVERAGE MEANS MORE MAIL

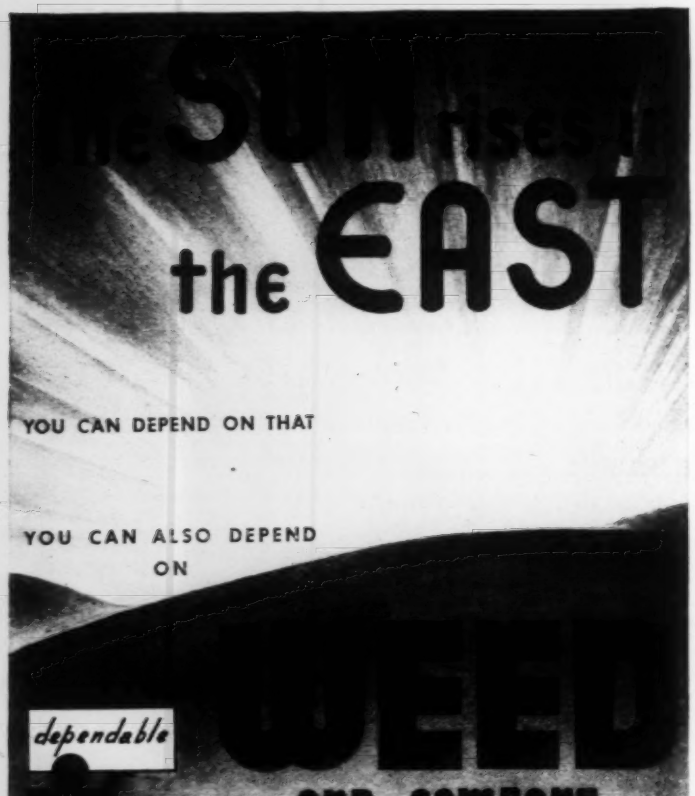
GEARED to PULL

Here's a perfect ratio for results! WMMN—the station that set new records for mail-pull in its field during 1941 — promises even more striking results in 1942. Soon the night-time power will be boosted from 1,000 to 5,000 watts, admitting to the WMMN family thousands of new loyal listeners. Geared for power, geared for programs, WMMN is the bonus-buy of '42.

WMMN FAIRMONT W. VA.

"THE VOICE OF THE MONONGAHELA VALLEY"

Member CBS . . . Blair Represents Us Nationally



in front this year with TWIN coverage

Follow the leaders—who tell their sales story to that amazingly rich, fast-growing area—the Texas Gulf Coast—through the Twin Stations that blanket the heart of this section. Hundreds of leaders can't be wrong. They say with surprising unanimity—"On the Texas Gulf Coast—it's KXYZ-KRIS."

National Representatives
THE BRANHAM COMPANY

DOUBLE *Savings!*
• through our COMBINATION RATES
• . . . and BONUS POINT ADVERTISING

KXYZ ★ KRIS
HOUSTON NBC • Blue
CORPUS CHRISTI NBC • Red and Blue
Both Stations MUTUAL and LONE STAR CHAIN affiliates

Agencies

HARRY ACKERMAN, producer of the Gulf Oil Co.'s *Screen Guild Theatre* on CBS for Young & Rubicam in Hollywood, has been named a supervisor of program production in the agency's New York office to work with Jack Van Nostrand. Mr. Ackerman succeeds Adrian Samish, who has joined Paramount Pictures as a director. Taking over production of the *Screen Guild* show after March 1 will be Hendirk Booraem, currently a producer in New York for Y&R.

RALPH de CASTRO, formerly of Arthur Kudner, New York, and recently copy director of Joseph Katz Co., New York, has joined the creative staff of Ruthrauff & Ryan, that city.

WILLIAM LAWRENCE, Hollywood producer-manager of Pedlar & Ryan, has been transferred to the agency's New York office for three months to supervise daytime programs and handle production of the weekly CBS *Lady Esther Serenade*. Hollywood office has suspended operation during his absence.

NATE PUMPIAN, media director of Henri, Hurst & McDonald, Chicago, has been called to active duty in the Navy as first lieutenant, senior grade.

JACK RICHARDSON Jr., former vice-president of Russel M. Seeds Co., Chicago, has rejoined Chicago Recording Co., Chicago, as vice-president in charge of sales.

DON BASSETT, timebuyer of A. McKim Ltd., Toronto, has become engaged to Margaret Burris, Toronto. The wedding is scheduled March 7.

BYRON H. BROWN, formerly Los Angeles manager of Gerth-Knollin Agency, and Fred Hubler, advertising manager of Tretolite Co., Houston (manufacturing chemists), have joined McCarty Co., Los Angeles, as account executives.

CAPLES Co., on or about April 1 is moving its New York office from 230 Park Ave., to 535 Fifth Ave.

BETSY HATCH, former copywriter of Wm. Esty & Co., New York, has joined the copy staff of Compton Adv., New York.

SEYMOUR S. PRESTON Jr., vice-president of John Faulkner Arndt & Co., Philadelphia agency, has been made a member of the board.

MARTIN R. KLITTEN, formerly on the advertising staff of Firestone Tire & Rubber Co., Los Angeles, has joined Shaw Co., that city, as account executive.

RICHARD COMPTON, head of the agency bearing his name, has returned to New York following three weeks on the West Coast.

SIDENER & VAN RIPER, Indianapolis, will move March 1 to 1142 No. Meridian St., Indianapolis.

Blue Producers

PRODUCTION DIRECTORS of the Blue Network, as announced last week by Harry Frazee, manager of the Blue production division, are Cyril Armbrister, Joseph Bell, Norman Dicken, Devere Engelbach, Aldo J. Ghisalbert, Gene Hamilton, Richard Leonard, Roy Lockwood, W. Leroy Marshall, Edward Pela, Frank Shinn, Madge Tucker, Robert Tormey, Charles Warburton, Fred Weihe and Edward Whitney. Howard Nussbaum, as previously announced, is Mr. Frazee's assistant.

DeAngelo Directs Radio At Sherman & Marquette

CARLO DeANGELO, who recently joined Sherman & Marquette, Chicago, as supervisor of radio productions, has been appointed radio director of the agency. He will supervise writing and production of the agency's radio accounts, including Colgate - Palmolive - Peet Co., Quaker Oats Co., Fitger Brewing Co., and Sterling Products, working in New York where the agency will shortly open an office.

Prior to joining Sherman & Marquette, Mr. DeAngelo was in the radio department of Compton Adv., New York, and head of the radio department of N. W. Ayer & Sons, New York.

AFA War Agenda

ADVERTISING Federation of America has announced that its 38th annual convention, to be held at the Hotel Commodore, New York, June 21-24, will be planned as a "National Round Table on Advertising in Wartime", with convention committees representing different fields of advertising to be announced shortly. According to AFA President J. A. Welch, vice-president of Crowell-Collier Publishing Co., this year's meeting will set a new pattern as it will be strictly "a wartime convention with oratory cut to the bone.

Butler to Erwin, Wasey

WILLARD BUTLER of the sales staff of WJZ, New York, and with NBC previously since 1933 in the M&O spot sales department and M&O sales traffic division, on March 2 will become timebuyer of Erwin, Wasey & Co., New York. Mr. Butler replaces Mary Dunlavey, resigned.

Pratt Opens Office

BEN PRATT, pioneer publicity man with NBC's publicity department for the past 10 years and formerly with Chicago and midwest newspapers, has resigned from the press department of the Blue Network to open his own publicity and management office, temporarily located at 423 Madison Ave., New York. In his new work, Mr. Pratt will concentrate on the development and publicizing of radio, stage and screen artists.

"It's yo' banker, Mistah Smith. He done heerd since yo' went on WFDF Flint Michigan, yo' an cleanin' up!"

KSO-KRNT Personnel Assured Old Positions After War Conclusion

STATEMENT of policy for full-time employes of the Iowa Broadcasting Co. stations, KSO-KRNT, Des Moines, and the Register & Tribune Co. who have been called into military service has been announced by that organization.

The plan calls for bonuses to those leaving for duty as well as assurance of reinstatement in their positions upon discharge from the service at the war's end. This includes the retention of seniority, position and pay. The plan follows:

1. Regular fulltime employes so ordered or drafted into the military or naval forces of the United States shall be granted a leave of absence for the period of their retention in the military or naval service and 40 days.

2. Employes who have completed their active military and naval service, who have not elected to remain in active service after authorities have extended them their privileges to return to civilian life, shall be reemployed and be restored to their former position or positions of like seniority, status and pay, if (a) such employes have received a certificate of satisfactory military or naval service or training and (b) application for reemployment is made within 40 days after being released and (c) such employes are still qualified to perform the duties of their former positions.

3. Each regular fulltime employe who has been with the company more than six months but less than one year at the time he enters service and each regular fulltime substitute who has worked with the company twelve continuous months shall receive as a bonus, his straight time weekly pay during each of the four weeks of his initial period of military or naval service.

Regular fulltime employes who have been with the company for more than a year and each substitute who has worked for twenty-four continuous months, shall receive as a bonus his straight time weekly pay during each of the first twelve weeks of his initial period of military or naval service.

Fidler for Arrid

FIRST NETWORK program to be launched for Arrid, deodorant product of Carter Products Inc., New York, will start March 2 on the Blue Network and the CBC with sponsorship of *Jimmy Fidler in Hollywood* Mondays 7-7:15 p.m. Arrid has been extensively promoted through spot radio, the agency on the account being Small & Seiffer, New York. Carter Products also sponsors *Inner Sanctum Mystery* and *The Good Old Days* on the Blue Network in the interests of its liver pills.

Cuyler Lee

CUYLER LEE, 72, uncle of Thomas S. Lee, president of Don Lee Broadcasting System, Hollywood, and brother of the late Don Lee, founder of that network, died at his Santa Monica, Cal., home on Feb. 13 following a lingering illness. A native of Lansing, Mich., he came to California 39 years ago, and at time of his death was a member of Don Lee Inc. advisory board. His widow, Frances, five sons and six daughters survive.

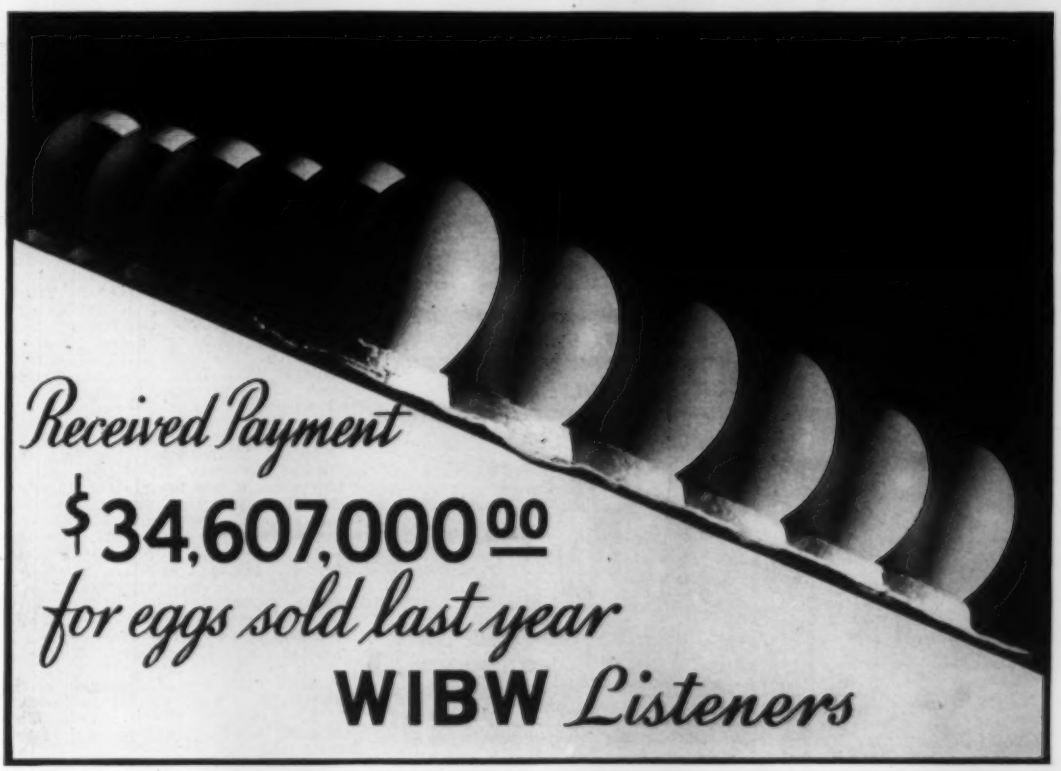
CKCL, Toronto, is now represented by Radio Representatives Ltd., in Montreal.

DEFENSE BOND PROMOTION was explained by Robert W. Fowler, of the Treasury's defense savings staff, to officials of WBIG, Greensboro, during a recent trip to North Carolina. Listeners are Col. Charles H. Robertson, state collector of internal revenue and administrator of the Defense Savings Staff of N. C.; William H. Andrews Jr., national chairman of the defense savings in connection with the National Life Underwriters; Joseph M. Bryan, vice-president of Jefferson Standard Life Insurance Co., controlling WBIG; Mr. Fowler and Julian Price, president of the insurance company and chairman of the committee for defense savings stamps of North Carolina.

CBS Concludes Pact Covering News Writers

CONTRACT covering CBS news writers for domestic and shortwave broadcasts will be signed this week between the network and the Radio Writers Guild, it is understood, while contracts for writers in the same categories at NBC and the Blue Network are also being negotiated.

The CBS contract for domestic news writers, a renewal for a three-year period, provides a minimum of $60 weekly, based on a 40-hour week, for writers with three years' experience. Those with two years' training are set at $50, with one year at $42.50. All conditions such as vacations or sick leave are handled "in accordance with company policy". Terms covering shortwave news writers are on a slightly lower salary scale. RWG, according to the contract, may open salary negotiations each year with CBS by means of an increased living cost clause.



OUR FAMILY is making money — lots of it! Take a look at the "pin money" of our farm women! It adds up to *beaucoup jack* in anybody's language. And remember . . . most of this money is spent in town the same day that eggs are taken to market.

What's more, merchants in Kansas and surrounding states will be quick to tell you what a BIG part of this steady weekly income is spent for articles and services advertised over WIBW.

We hate to be obvious, but there's a mighty valuable lesson in these facts and figures for far-sighted advertisers.

WIBW IN TOPEKA "The Voice of Kansas" COLUMBIA OUTLET FOR KANSAS

BEN LUDY, Gen. Mgr.

REPRESENTED BY CAPPER PUBLICATIONS, INC.

NEW YORK DETROIT CHICAGO KANSAS CITY SAN FRANCISCO

Studio Notes

WJBK, Detroit, for its merchandising of Altes Brewing Co. product was recently cited at an entertainment for members of the WJBK foreign language groups held at the Altes Recreation Home. Howard Colby, Altes president, extended thanks of the company to Stanley Altschuler, foreign program director, for handling of Altes programs for the past two years. Entertainment was climaxed by the company's renewal of its contract for 37 spots weekly in WJBK's foreign language broadcasts.

MINNEAPOLIS and St. Paul stations have been asked by the State Defense Advisory Council to set up a weekly period to broadcast news of civilian defense activities and organization work. The announcement was made through Earl Gammons, general manager of WCCO, Minneapolis, who is chairman of the Minneapolis Civilian Defense Council.

WJPF, Herrin, Ill., has joined stations whose employes have agreed to participate in the payroll deduction plan of Defense Bond purchases.

ENTIRE STAFF of WIP, Philadelphia, has subscribed to a weekly payroll deduction plan in which more than five defense bonds will be bought each week.

SPOTLIGHTING aspirant staff members in a Girl's Day promotion, WCMI, Ashland, Ky., arranged for girl high school students to take over the station's activities.

KSD, St. Louis, has started originating *St. Louis Serenade*, new NBC musical show, heard Tuesdays, 10-10:30 p.m. (CWT). Program will feature Russ David and the KSD orchestra.

WATCHFUL military men guard the transmitter of KPRO, Riverside, Cal., 24 hours a day since Pearl Harbor. Three guard houses have just been completed and are being sandbagged as a precautionary move.

KOA, Denver, will present its Thursday night *Meditations* produced by Rye Quinn, recent addition to the announcing staff. Program, featuring music by the KOA ensemble and prose musings by Quinn, is directed by Milton Shrednik.

WWNC, Asheville, N. C., was presented with the colors mounted on a staff with eagle and a document of appreciation by Post 891, Veterans of Foreign Wars. Award, bestowed Feb. 14, was for the many VFW programs donated by WWNC during the last two years.

WJBK, Detroit, is presenting *Corn Till Morn*, all-night recorded show conducted by Bill Leyden. Interspersed throughout the program are seven newscasts and a special membership club for listeners has been started.

W47P, FM station of WWSW, Pittsburgh, on Feb. 17 started a series by the Pittsburgh WPA Symphony Orchestra. Broadcast marks the first radio appearance in 14 months of the group which previously had been ordered off the air by Federal and Pennsylvania music projects as the result of the ASCAP music controversy.

Versatile Staff

PROTECTION against uncertain draft conditions at WDRC, Hartford, is sought by the station with the setting aside of a period each day for all WDRC personnel to study other positions in the organization. Thus draft vacancies can be filled without loss of time.

RECORD-BREAKING crowd of 14,000 packed Buffalo's new Memorial Auditorium to greet Alka-Seltzer's *Barn Dance* when it recently played a benefit for the WBEN-*Buffalo Evening News* Smokes for Soldiers fund. It was said the crowd represented the largest number of paid admissions, with net proceeds amounting to $6,677.31, ever recorded at the auditorium and is believed to be the largest audience to see the *Barn Dance* indoors. Services of the *Barn Dance* entertainers were contributed by Miles Labs., Elkhart, Ind. Travelling expenses of the troupe and other expenditures were deducted from the gross of $10,785. The *News* and WBEN contributed $425 for incidental expense such as program costs and clerical work.

KLZ, Denver, cooperating with U of Colorado Extension Division and Rocky Mountain Radio Council, is presenting a new series, *Our Enemies & Allies*, featuring specialists from the school's professors. Series gives listeners a clear picture of major nations in the war with an attempt to correct rumors and is promoted throughout the state by the university. 5,000 copies of each script, with selected bibliography, study guides and other helps on countries reviewed, are printed for free distribution.

WHEN THE lack of a suitable studio halted the Signal Corps' production of an Army Air Corps training film, officials of WHIO, Dayton, offered their facilities.

DEFENSE announcements on WLW and WSAI, Cincinnati, were doubled last month. According to Katherine Fox, supervisor of defense broadcasts, both stations totaled 1,257 announcements for January contrasted with December's combined total of 633. Since Feb. 9, a personal touch has been given to announcements, with prominent Cincinnati women reading each one.

WILL, U of Illinois station at Urbana, currently is offering a comprehensive schedule of educational features which includes eight newscasts daily, opening and closing farm prices as well as reports each hour, 16 educational broadcasts from university classrooms and musical offerings from the University's Men Glee Club and the U of Illinois concert band.

TO INCREASE its range of educational programs, KXOK, S. Louis, is cooperating with the city's Board of Education in a 13-week series written, produced and presented by high school students.

WSUN, St. Petersburg, on Feb. 20 for the fifth time broadcast from Bok Tower, Mountain Lake Sanctuary, Lake Welles. More than 100 miles of land lines are necessary for the broadcast with three microphones needed for the proper pick-up because of wind direction and velocity. In addition, other microphones are used for pickup of the bells in the tower. Anton Brees conducted the program which included the selections, America, Columbia, Gavotte in G Minor and other classical, patriotic and popular music.

STUDIOS and transmitter of the new WSBA, York, Pa., are being designed by C. S. Buchart, local architect, currently making a trip thru the middle South for construction ideas. WSBA will be located north of the city.

WHK, Cleveland, is presenting *Geography Of The Conflict*, weekly half-hour featuring a quarter-hour discourse on the geographical, educational and political aspects of certain war theaters, followed by a 15 minute discussion of that country's attitude by a native of the area being analyzed. Another feature, *We, The Pupils*, presents local high school talent and is broadcast by WHK and WBOE, the Board of Education's FM station.

CKX, Brandon, Man., has moved into its new building near the City Hall. The building contains a large studio with glass-enclosed observation gallery and adjoining control room, a small studio, transcription and recording room, lounge room and offices.

WEW, St. Louis, having completed six new offices for the production department is drafting plans for two more studios.

WCBI, Columbus, Miss., has added another remote studio, located in the new Stark Hotel at Starkville, Miss., home of Mississippi State College.

WIL, St. Louis, completed its 20th year of commercial broadcasting Feb. 8. Started on Feb. 9, 1922 in a radio supply shop by L. A. Benson, active president, the station operated until 1924 with the call letters WEB.

KWSC, Pullman, Wash., currently is carrying 148 educational programs weekly in addition to other public service and entertainment features. Breakdown reveals 56 are current event broadcasts, 26 educational musical, 20 agricultural, 16 pertaining to literature, 12 on home economics and six on science. KWSC is operated by the State College of Washington.

MINNESOTA Radio Network, keyed from KSTP, has published a new rate card, effective March 1. Group A of the network comprises, in addition to KSTP, KROC, Rochester; KYSM, Mankato; KFAM, St. Cloud. Group B embraces the latter three stations.

WCBS, Springfield, Ill., is expanding its schedule of religious programs to build morale and offset increased amounts of war news. The move started when a local cleaning firm asked recently to sponsor daily five-minute sermons by members of the city ministerial alliance.

WISN, Milwaukee, completed plans for the protection of the station against blackout and saboteurs a week after Pearl Harbor. On Dec. 11 complete blackout and air raid precaution plans were prepared, later supplemented Dec. 22 by a complete blackout system. By Dec. 15, Manager G. W. Grigsby had complete birth, naturalization and citizenship records of every WISN employee.

THIRD semester of the course in radio broadcasting at Long Island U began last Tuesday with emphasis this term placed on radio under war conditions. Regular instructors are Jo Ranson, radio editor of *The Brooklyn Eagle*, and A. L. Simon, publicity director of WHN, New York. An allied course in script writing and production will start Feb. 19 directed by Frank Danzig, CBS producer and assistant-director.

FIFTEEN YEARS OF CONTINUOUS FULL-TIME

SERVICE TO WESTERN NORTH CAROLINA . . .

A WWNC MILESTONE!

THIS record has been made possible by our old advertisers who have proven WWNC to be the only station covering this prosperous area. Because our clients invariably come back for more we are extremely grateful . . and proud.

Now that we've put on long pants (fifteen years old this week) you may be sure that we are even more conscious of responsibilities to our clients and our loyal and enthusiastic listeners.

WWNC

For complete information write, phone or wire JOHN E. THAYER Commercial Manager

ASHEVILLE, NORTH CAROLINA
CBS Affiliate
570 — a choice spot — 1,000 watts

WWNC, Asheville, N. C., through a recent 2½ hour show, originating at the Asheville City Auditorium, helped the local Red Cross chapter go over the top in its Emergency War Fund campaign. Ezra McIntosh, WWNC program director, assisted by Bill Melia, Mardi Liles and Read Wilson, arranged and produced the show which featured station talent and Asheville musical organizations. Articles donated by local merchants were auctioned over the air with bids being received by telephone. The articles were delivered to the highest bidder by Postal Telegraph boys and local taxi companies without charge.

WKRC, Cincinnati, last week began use of Associated Press processed radio wire in addition to its regular AP service and news-gathering facilities of the *Cincinnati Times-Star*.

KLZ, Denver, recently presented a quiz show from the U of Denver with school professors only participating. For each question missed the professors had to purchase a defense stamp.

U OF DENVER MARKET FEATURES CONTINENTAL BREAD

FOR THE THIRD time in five years, Al Bland's daily variety show heard over WCKY, Cincinnati, will have its name changed. Introduced in 1937 as the *Dawn Patrol*, it became the *Morn Patrol* in 1939 and now Bland is offering a $25 Defense Bond to the person submitting the new title.

WTAQ, Green Bay, Wis., has received a certificate of award from the 42d National Encampment of the Veterans of Foreign Wars, Philadelphia, in appreciation of its support of the VFW program, *Speak Up for Democracy*.

BASEBALL looms up and KFDM, Beaumont, Tex., has started a series of 15-minute broadcasts to build up interest in the forthcoming Texas League race and to bring attention to the Beaumont Exporter games. The *Diamond Dust* sessions are conducted by Len Finger, KDFM program director, interviewing members of major league clubs in training.

WFPG, Atlantic City, secured an eye witness account of the recent sinking of the torpedoed *Indian Arrow* from 12 members of the rescued crew. Interviews were transcribed by Mill March, WFPG program director, Engineer Ed Parke, Hal Tunis and Lee Stewart.

FIFTEENTH annual broadcast of initiation ceremonies of the American Legion which originated Feb. 19 in San Francisco, was carried over a Western CBS network. Broadcast was arranged by Fox Case, director of special events for CBS Pacific network.

SEEKING to avert an announcer shortage during wartime, KOA, Denver, is holding public announcing classes with several of the student announcers already having been placed in various stations in the region.

RECORD FOR SINGER
WHK-WCLE Contest Winner to Make Disc

CHANCE to record for Victor is one of the rewards for the winner of a talent quest conducted by WHK-WCLE, Cleveland, in cooperation with Burts Department Store, the Cleveland Phonograph Merchants' Assn., and the RCA Recording Division. Local vocalists vie for 12 semi-finalist positions; those selected will appear March 8 on Burts *Sunday Amateur Show* on WCLE.

The winner will go to Chicago or New York City, all expenses paid, to record a vocal which will be backed by a recording of a top dance orchestra yet to be announced. This disc will be distributed through regular channels with an approximate nationwide distribution of 50,000 copies. Following the recording the amateur will be given an interview with an eye to a possible screen test.

Upon returning home, the new artist will receive additional honors when his recording will be placed in the "Hit of the Month" position on all of the 4,000 juke boxes in Cuyahoga County, through the cooperation of the Cleveland Phonograph Merchants' Assn. Finally the winning vocalist will make a guest appearance on *Mutual Goes Calling*.

NAVY ASKS WBBM TRANSMITTER MOVE

REMOVAL of the transmitter of WBBM, Chicago, now located in Glenview, Ill., acting on a request of the Navy, has been announced by the midwestern key station of CBS. New site will be Itasca, Ill., in DuPage County, approximately 25 miles from Chicago's loop.

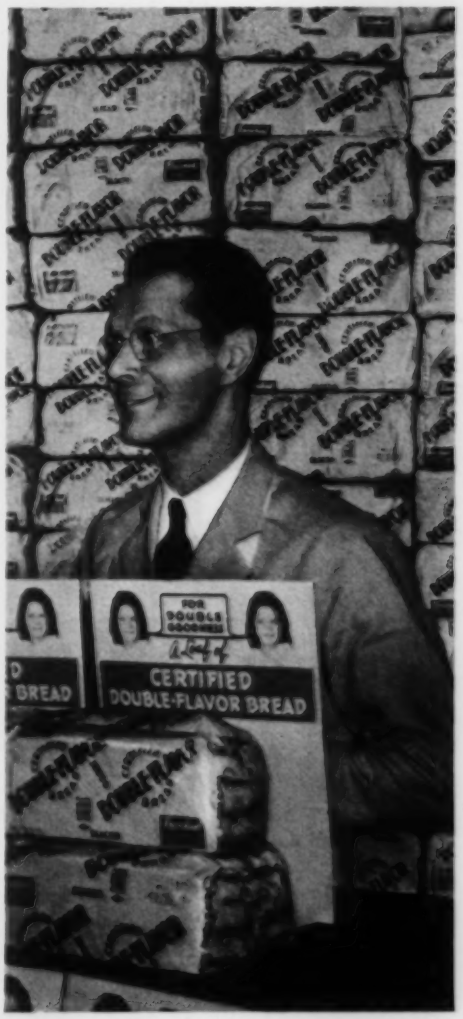
Move was precipitated when the Navy two years ago took over the Glenview airport to establish an aviation base. More recently it was decided that the WBBM equipment constituted a hazard with the resulting request for removal.

According to Frank Falknor, WBBM chief engineer, in Washington last week to discuss removal plans, the present equipment will be transferred unless new equipment can be obtained, which is an uncertain factor. At Glenview is a 490 Blaw-Knox tower and two composite transmitters. Construction at Itasca is under the supervision of W. J. Barney Corp., New York, with Dearborn Electric Co., Chicago, handling electrical installations. E. O. Session of Chicago is architect. WBBM operates with 50,000 watts on 780 kc., synchronizing at night with KFAB, Lincoln, Neb.

WMIN Appoints Rambeau

WMIN, Minneapolis-St. Paul, has appointed William G. Rambeau, as advertising representative.

One of Washington's best stores is the University Market in the elite Northwest section. One of the University Market's best sellers is Continental's Certified Double Flavor Bread. A good store; a good bread. The added ingredient that makes sales hum is a good radio program on a good radio station. Continental and University have *that*, too. Pictured above are Continental Plant Manager Thomas and University Market's Manager Ramisch. Those pleasant grins confirm what Mr. Ramisch just said..."yes, sir, it's that every morning quarter hour on WJSV that pulls the people in. The big display just makes it easier for our customers to remember Continental Certified Double Flavor Bread."



WJSV

WASHINGTON'S 50,000 WATT STATION

Owned and operated by CBS. Represented nationally by Radio Sales: Los Angeles, San Francisco, New York, Chicago, St. Louis, Charlotte

THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

KFRC, San Francisco

Italian Swiss Colony, Asti, Cal. (wines), 2 *sp* weekly, thru Leon Livingston Adv. Agency, San Francisco.
Washington State Apple Commission, Wenatchee, Wash., 3 *sa* weekly, thru J. Walter Thompson Co., San Francisco.
Sumner Rhubarb Growers Assn., Sumner, Wash., 9 *sa*, thru Brewer-Weeks Co., San Francisco.
Swift & Co., Chicago (Margarine), 6 *sa* weekly, thru J. Walter Thompson Co., Chicago.
The Pen Man, Chicago, 14 *sa* weekly, thru United Adv. Cos., Chicago.
King Fig Plantations, San Francisco (fig trees), 4 *sa* weekly, thru Conner Co., San Francisco.
Safeway Stores Inc., Oakland (meats), 12 *ta* weekly, thru J. Walter Thompson Co., San Francisco.
Pacific Brewing & Malting Co., San Francisco (Wieland's Beer), 6 *sa* weekly, thru Brewer-Weeks, San Francisco.

KPO, San Francisco

Carnation Co., Milwaukee (Carnation Milk), 2 *t* weekly, thru Erwin, Wasey & Co., N. Y.
Quaker Oats Co., Chicago (Aunt Jemima Pancake Flour), 3 *sp* weekly, thru Sherman K. Ellis, Chicago.
White Labs., Newark (Chooz), 6 *ta* weekly, thru H. W. Kastor & Sons, Chicago.
Lever Bros., Cambridge, Mass. (Lifebuoy Soap), 6 *ta* weekly, thru Ruthrauff & Ryan, New York.
Lehn & Fink, New York (Hinds Honey & Almond Cream), 6 *ta* weekly, thru William Esty, N. Y.
American Chicle Co., Long Island City (Beeman's Pepsin Gum), 36 *sa* weekly, thru Grant Adv., New York.
North American Accident Insurance Co., Newark, 3 *t* weekly, thru Franklin Bruck Agency, New York.

KROW, Oakland

Bond Clothes, New York, 6 *sp* weekly, thru Neff-Rogow, N. Y.
Sealy Mattress Co., Oakland, 5 *sp* weekly, thru Alvin Wilder Adv., Los Angeles.
Tide Water Associated Oil Co., San Francisco, basketball, thru Lord & Thomas, San Francisco.
Fashion Frocks Inc., Cincinnati, 3 *sa* weekly thru Franklin Bruck Adv. Corp., N. Y.
L. B. Leffingwell Co., Chicago (flags), 5 *sp* weekly thru Paul Grant Adv. Agency, Chicago.
R. B. Davis Co., New York (Cocamalt), 5 *sa* weekly, thru Murray Breese Assoc., N. Y.
Ernest C. Ferguson, San Francisco (Polar Frosted Foods), 4 *sa* weekly, thru Sidney Garfinkel Adv. Agency, San Francisco.

KSRO, Santa Rosa, Cal.

Personal Jewelers Engraving Co., Chicago, 3 *sp* weekly, thru United Adv. Cos., Chicago.
McIlhenny Co., Chicago (Tobasco sauce), 4 *sa* weekly, thru Aubrey, Moore & Wallace, Chicago.
El Dorado Brewing Co., Stockton, Cal. (beer), 7 *sa* weekly, direct.
Nehi Corp., New York (Royal Crown Cola), 4 *sa* weekly, thru BBDO, N. Y.
Western Auto Supply Co., Santa Rosa, Cal. (auto supply chain), 3 *sa* weekly, thru Dan B. Miner Co., Los Angeles.
Junket Co., Chicago (fudge mix), 4 *sa* weekly, thru Mitchell-Faust Adv. Co., Chicago.

KQW, San Jose, California

Nehi Corp., Columbus, Ga., 4 *sa* weekly, thru BBDO, N. Y.
Personal Jewelers Engraving Co., Chicago, 3 *sp* weekly, thru United Adv. Cos., Chicago.
American Chicle Co., New York (gum), 6 *sa* weekly, thru Badger, Browning & Hersey, N. Y.
McIlhenny Co., Avery Island, La. (Tobasco sauce), 4 *sa* weekly, thru Aubrey, Moore & Wallace, Chicago.

WRC, Washington

Barbasol Co., Indianapolis (shaving cream), 3 *ta* weekly, 24 weeks, thru Erwin, Wasey & Co., N. Y.
Larus Bros Co., Richmond (Edgeworth tobacco, Domino cigarettes), 39 *sa*, thru Warwick & Legler, N. Y.
Procter & Gamble, Cincinnati (Duz), 57 *ta*, thru Compton Advertising Inc., N. Y.
Washington State Apple Commission, Seattle (apples), 10 *sa*, thru J. Walter Thompson, San Francisco.
Lever Bros. Co., Cambridge (Swan Soap), 5 *sa*, thru Young & Rubicam, N. Y.
Swift & Co., Chicago, 30 *sa*, 4 weeks, thru J. Walter Thompson Co., Chicago.

KGO, San Francisco

National Funding Corp., Los Angeles (loans), 5 *sp* weekly, thru Smith & Bull, Los Angeles.
California Home Grown Sugar Group, San Francisco (beet sugar), 5 *sa* weekly, thru McCann-Erickson, San Francisco.
Calavo Growers of California, Los Angeles, 2 *sa* weekly, thru J. Walter Thompson Co., San Francisco.

WABC, New York

Barbasol Co., New York (shaving cream), 6 *sp* weekly, thru Erwin, Wasey & Co., N. Y.
Socony-Vacuum Oil Co., New York (Mobilgas and oil), 3 *sp* weekly, thru J. Stirling Getchell Inc., N. Y.

WHN, New York

Lever Bros. Co., Cambridge (Lifebuoy), 6 *sa* weekly, 3 weeks, thru Ruthrauff & Ryan, N. Y.
P. W. Minor & Son, Batavia, N. Y. (Treadeasy Shoes), 6 *sa* weekly, 11 weeks, thru Stewart, Hanford & Casler, Rochester.

WQXR, New York

Metropolitan Certified Milk Assn., weekly *sp*, 26 weeks, thru Clements Co., Philadelphia.
American Chicle Co., Long Island City (chiclets), 4 *sa* weekly, 39 weeks, thru Badger, Browning & Hersey, N. Y.

KFI, Los Angeles

Swift & Co., Chicago (margarine), 3 *sa* weekly, thru J. Walter Thompson Co., Chicago.
Challenge Cream & Butter Assn., Los Angeles, 42 *ta* weekly, thru Brisacher, Davis & Staff, Los Angeles.

CJKL, Kirkland Lake, Ont.

United Drug Co., Toronto (proprietary), 102 *ta*, thru Ronalds Adv. Agency, Toronto.
Burgess Battery Co., Niagara Falls, Ont., 222 *sa*, thru Richardson-MacDonald Adv. Service, Toronto.

CHML, Hamilton, Ont.

Fruitatives Products, Hull, Que. (proprietary), 6 *ta* weekly, thru Lord & Thomas of Canada, Toronto.
Magic Baking Powder Co., Toronto, 15 *sa* weekly, thru J. Walter Thompson Co., Toronto.

WWRL, New York

American Express Co., New York, 5 *sa*, weekly, thru Caples Co., N. Y.

WOR, New York

Air Transport Assn. of America, Chicago (air travel), 5 *sa*, one week, thru Erwin, Wasey & Co., N. Y.
Wene Chicks Farms, Vineland, N. J. (chicks), 3 *sa* weekly, thru Shaffer-Brennan-Margulis Adv. Co., St. Louis.
Kellogg Co., Battle Creek, Mich. (All-Bran), 5 *sa* weekly, thru Kenyon & Eckhardt, N. Y.

WCAE, Pittsburgh

Manhattan Soap Co., New York (soap), 5 *sa* weekly, indefinitely, thru Franklin Bruck, N. Y.
Sunway Fruit Products Co., Chicago (vitamins), 3 *sp* weekly, thru Sorenson & Co., Chicago.
Feminine Products, New York (Arrid), 3 *ta* weekly, thru Spot Broadcasting, N. Y.

KFBK, Sacramento

Hecker Products Co., New York (H-O Oats), 3 *t* weekly, thru Maxon Inc., N. Y.
Pet Milk Co., St. Louis, 2 *t* weekly, thru Gardner Adv. Co., St. Louis.

Fibber McGee Holds Top In Hooper Radio Rating

HIGHEST RATING for any regular commercial network program recorded in almost four years by C. E. Hooper was 38.0 for the *Fibber McGee & Molly* program, in first place in the Hooper "National" Program Ratings for February. Second place is held by *Charlie McCarthy*, 35.8; in third place is Jack Benny, 35.5; in fourth place, Bob Hope, 34.5.

Following in order are the 11 evening programs making the list of "First Fifteen" in the February Hooper ratings: *Aldrich Family;* Walter Winchell; *Radio Theatre; Coffee Time; Time to Smile; One Man's Family;* Bing Crosby; *Mr. District Attorney;* Kay Kyser; *Bandwagon*, and Kate Smith.

Coast Campaign

BEKINS VAN & STORAGE Co., Los Angeles, recently started using on a 52-week basis a total of 13 spot announcements weekly on a group of West Coast stations. List includes KQW KNX KHQ KOIN KLZ. Firm, in addition, sponsors *Bill Henry, News*, on 4 CBS California stations (KNX KQW KARM KROY), Monday, Wednesday, Friday, 5:30-5:45 p.m. (PWT). Placement is through Brooks Adv. Agency, that city.

"I could tell you a BETTER way to get folks to beat a path to your door!" Adv.

Food Firms at Top Of WOR Accounts

Drugs, Toilet Goods Second, Annual Analysis Shows

LARGEST SPONSOR list ever—264 different advertisers—used facilities of WOR, New York, for its 1941 fiscal year ended Jan. 31, 1942, and the food industry, including foods and food beverages, was the largest buyer of time, according to a yearly industrial breakdown of sponsors released last week by the WOR sales department.

Displacing the 1940 leader, drugs and toilet goods—second this year—foods bought 24.8% of all time on WOR last year as compared to 17% in 1940. Statistics in the survey were based on WOR's gross billings, excluding time sold to sponsors on MBS, of which WOR is the New York outlet.

In the top 12 list, the two leaders were followed in order by wines and beer, retail establishments, tobacco, soaps and household supplies, confections and soft drinks, jewelry and silverware, financial and insurance, gas and oil, house furnishings, and radios and musical instruments.

Agency Ranking

Ruthrauff & Ryan was the advertising agency with the highest billing on WOR for last year, according to the breakdown, followed in order by Young & Rubicam, Compton Adv., Erwin, Wasey & Co., Neff-Rogow, BBDO, Wm. Esty & Co., Maxon Inc., Knox-Reeves, and Chas. W. Hoyt & Co.

Types of sponsors which led in time bought on WOR during 1941, with percentages they took of the station's total time are:

1.	Foods and Food Beverages	24.8%
	Foods 21.8%	
	Food Beverages 3.0	
2.	Drugs and Toilet Goods	21.7
	Drugs 11.4	
	Toilet Goods 10.3	
3.	Wines and Beer	9.3
4.	Retail Establishments	8.6
5.	Tobacco	6.7
6.	Soaps and Household Supplies	6.1
7.	Confections and Soft Drinks	5.9
8.	Jewelry and Silverware	3.6
9.	Financial and Insurance	2.3
10.	Gas and Oil	1.5
11.	House Furnishings	1.3
12.	Radios and Musical Instruments	.3

Analysis of Surveys

AS AN AID to understanding the differences between the program ratings of the Cooperative Analysis of Broadcasting, which uses the day-part recall method, and C. E. Hooper Inc., using the coincidental method, the latter organization has issued a study of the causes of inconsistencies, prepared by Matthew N. Chappell, Ph.D., consultant and technical adviser to the Hooper organization. The 24-page book, illustrated with numerous charts, is titled *Radio Audience Ratings.*

Radio Advertisers

PLANTERS NUT & CHOCOLATE Co., San Francisco (peanut oil), on Feb. 17 started using thrice weekly participation in *Housewives Protective League* on KIRO, Seattle. Firm on Feb. 12 also started sponsoring twice weekly quarter-hour transcribed merchandising program, *Guess-A-Tune*, on KOMO, Seattle. Both contracts are for 13 weeks. Account was placed by Raymond R. Morgan Co., Hollywood.

CHICAGO FURNITURE MART, Chicago (retail store), has started 6 quarter-hours weekly on *Mythical Ballroom* program of recordings on WAAF, Chicago. Agency is United Adv. Cos., Chicago.

W. F. McLAUGHLIN & Co., Chicago, which has appointed Earle Ludgin Inc., Chicago, to handle the advertising for Manor House coffee, will eventually augment its present Chicago radio schedule of six-weekly 10-minute early morning newscast with Norman Ross on WMAQ, and *Happy Jack Turner*, quarter-hour three times a week on WLS.

LYMAN AGENCIES, Montreal (Paequin's hand cream), has started spot announcements five days weekly on CKCL, Toronto. Account was placed by Ronalds Adv. Agency, Montreal.

McCORMICKS Ltd., London, Ont. (biscuits), has started weekly local half-hour quiz shows on CKCW, Moncton, N. B., and CHRC, Quebec. Account was placed by McConnell Eastman & Co., Toronto.

COLORADO'S Internal Revenue Department began using commercial time last week over KLZ, Denver, to educate citizens about various State taxes and urge them to pay more quickly. Transcribed spots dramatize the "use" tax, with a series on income tax to follow.

BENSON & HEDGES, New York (cigarettes), through Maxon Inc., N. Y., and Standard Beverages, Oakland, Cal. (Par-T-Pak), through Emil Reinhardt, Oakland, are recently added sponsors for Bob Andersen's newscasts on KSFO, San Francisco.

ALUMINUM Co. of Canada, Montreal, has started employe goodwill radio programs five days weekly on CBJ, Chicoutimi, Que. Transcribed entertainment and instruction programs carry the campaign to the company's employes at Arvida, Que. Account was placed by Norris Patterson Ltd., Montreal.

HUGGINS-YOUNG Co., Los Angeles (coffee), new to radio, in a one-month test campaign started Feb. 16 is using a thrice-weekly quarter-hour newscasts on KECA, that city. Firm plans extensive use of radio. Glasser-Gailey & Co., Los Angeles, has the account. M. L. Graham is account executive.

Pittsburgh Glass News

PITTSBURGH PLATE GLASS Co., Pittsburgh, Pa., on March 3 will start sponsorship of thrice-weekly quarter-hour newscasts by Todd Hunter on WBBM, Chicago. Agency is BBDO, N. Y.

JOHN MORRELL & Co., Ottumwa, Ia., has changed the format of its quarter-hour transcribed interview program, *Missus Goes-A-Shopping* for E-Z Cut ham thrice-weekly on WCAU, Philadelphia, and WABC, New York; and five times a week on KDKA, Pittsburgh. Program on WCAU and WABC has been moved from the food markets into the studio with several hundred women in attendance and tickets distributed by the markets proprietors acting as host at the weekly studio party. In Pittsburgh, the program has been moved into a theatre. In each case, the next week's programs are transcribed at each party. Henri, Hurst & McDonald, Chicago, is the agency.

NEW YORK nightclub, Copacabana, is sponsoring a recorded musical program daily on WNEW, New York, 11:37 p.m. to 12 midnight. Agency is Blackstone Agency, New York.

Efficacy of Broadcasts In Selling Is Surveyed

TO DISCOVER what radio program, advertising a nationally distributed grocery store product, was most effective during 1941 in selling merchandise for corporate grocery chains, Phillips-Albertson & Bull, New York merchandising firm, recently issued the results of a questionnaire it had mailed to a selected list of stores.

Of the usable replies secured from 28 corporate chains, operating a total of 1511 retail outlets in 25 cities, 11 chains, or 39.2% of the total, designated the *Jack Benny Program*, sponsored on NBC by General Foods Corp. for Jell-O, as the broadcast most affecting the sale of the product it promoted in 1941. In second place, selected by seven chains or 25% of the total, was *Amos & Andy*, heard on CBS for Campbell Soups, while third was *Fibber McGee & Molly*, NBC program sponsored by S. C. Johnson Co. for Johnson's wax.

in science and natural history
it's the Field Museum—

Things
most typically
CHICAGO

in radio—it's W-G-N

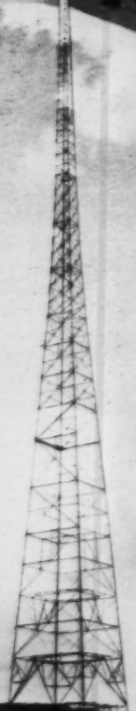
WGN

The FIRST STATION in Chicago and the FIRST CHICAGO STATION in the Middle West

MUTUAL BROADCASTING SYSTEM

EASTERN SALES OFFICE: 220 E. 42nd Street, New York, N. Y. PAUL H. RAYMER CO., Los Angeles, Cal.; San Francisco, Cal.

COVERAGE MEANS MORE NOW



ADD to your audience whenever America speaks on emergency topics or talks to its citizens on other subjects of national import. Coverage is more important now than it ever was before.

INSTALL BLAW-KNOX RADIATORS FOR MAXIMUM COVERAGE

BLAW-KNOX
VERTICAL
RADIATORS
FM AND TELEVISION TOWERS

DISTRIBUTORS
Graybar ELECTRIC COMPANY

BLAW-KNOX DIVISION of Blaw-Knox Company
Farmers Bank Building • Pittsburgh, Pa.

in the CONTROL ROOM

WILLIAM B. LODGE, CBS general engineer, has been granted an indefinite leave to handle engineering research for the National Defense Research Council. Warren White, his assistant, will be acting engineer in charge of the radio frequency division.

WILLIAM BLACKSHER, engineer of WBYN, Brooklyn, has resigned to join WQXR, New York.

DICK EVANS, audio chief at KSL, Salt Lake City, has been named assistant chief engineer assuming the duties of Chief Engineer Eddie Groves who is now in service. Curtis Nielson, transmitter engineer, has left KSL to work for the War Department at Hill Field.

JULES UPTON, sound effects man of the CBC, prairie regional studios at Winnipeg, has joined RCA Victor, Toronto.

GEORGE GREAVES, formerly field supervisor in charge of special events for KGO and KPO, San Francisco, has been named engineer-in-charge of KPO, NBC outlet. He succeeds Curtis D. Peck, now a lieutenant commander in the Navy.

CLEON (Bill) McKNIGHT, formerly of KHJ, Hollywood, has joined the engineering staff of KFAC, Los Angeles. He succeeds C. W. Comegys, who resigned to join NBC.

CLARENCE ONENS, chief engineer of WCAM, Camden, N. J., is seriously ill in the Jefferson Hospital, Philadelphia, following a major operation.

VIRGIL REIMER, Hollywood sound engineer on the NBC *Jack Benny Show*, has volunteered for the RAF, and is awaiting orders.

DORE FRANTZ, engineer of KGNC, Amarillo, Tex., has become a radio operator on an oil tanker.

MURDO MacKENZIE, NBC Hollywood engineer, and Trudy Erwin, singer on Kay Kyser's *College of Musical Knowledge*, sponsored by American Tobacco Co. (Lucky Strike cigarettes), on that network, were married Feb. 14 in San Juan Capistrano, Cal.

HOWARD DRIVER, formerly transmitter engineer of WTAQ, Green Bay, has entered Government service in Washington.

JACK DODMAN, formerly supervisor of radio of the Illinois State Police, Chicago district, has joined the engineering staff on WBBM, Chicago.

CLIFFORD RASMUSSEN, formerly of WSAU, Racine, Wis., and WEMP, Milwaukee has joined the engineering staff of WTMJ and W55M Milwaukee.

GEORGE W. WILLIAMS, formerly of Birmingham, has been named chief engineer of WALA, Mobile, Ala. He succeeds Richard M. Cole, who resigned to join the Army Signal Corps at Brookley Field Air Depot, Mobile.

BOB NICHOLS, engineer at KXOK, St. Louis, has been granted a leave of absence to accept a civilian post with the Army's signal corps.

MELVIN BERSTLER, formerly of WGES, Chicago, has joined the engineering staff of WJJD, Chicago.

L. L. WASHBURN, studio engineer of WMAQ, Chicago, received a wrist watch from other members of the department last week when he was called to military service as a lieutenant in the Signal Corps.

JULIAN RALSTON is operating the transmitter for WJMA, Covington, Ky.

Hams' Equipment Is Sought for War

Amateurs' League Asks Sets To Aid Armed Forces

BECAUSE of an urgent shortage of communications equipment required for war needs, the American Radio Relay League, West Hartford, Conn., last week sent a call to radio amateurs asking them to sell transmitters and receivers for use by the armed forces of the United Nations. The ARRL is centralizing information on available apparatus on behalf of the Government agencies concerned.

A substantial reservoir of such equipment is believed to be available in view of the fact that the FCC on Dec. 8 ordered all amateur stations silenced with the exception of those sanctioned by Federal, State or municipal authorities (Order No. 87). Some 1,500 of the 55,000 licensed "hams" were thus allowed to return to the air, but on Jan. 9 (Order No. 87A) the Commission required these also to sign off. No amateur stations whatever are now operating.

No Homemade Units

The ARRL asserts that only commercially - manufactured communications - type receivers and transmitters, for which standard instruction manuals are available, are required at present. It was explained that such equipment is more readily used and understood by military operators than homemade units.

The present shortage grows out of the fact that manufacturers still are finding themselves unable to make deliveries sufficient to fill the intensified demand as the theatre of war expands, particularly in the Pacific. Amateurs willing to turn over their apparatus to their country are requested to advise the ARRL, giving model number, condition and price for which it can be delivered crated to a local transportation agency. Only standard manufactured equipment should be offered, it was reiterated, home-made or "composite" equipment not being required at present.

The biggest need is in transmitters, it was stated. According to league statistics, approximately two-thirds of the receivers found in amateur stations are factory-made but only 5% of amateur transmitters were purchased from manufacturers.

FCC Rule Change

PROVISION for two year licensing periods for certain nonbroadcast services, including experimental broadcasting and the staggering of the expiration dates in that connection, was announced last week by the FCC. The modification with reference to experimental services affects Sec. 5.32 of the Commission's regulations as well as other sections for the nonbroadcast services. Extension of terms of certain outstanding licensees were adopted in connection with the order.

Conference at OSU Will Discuss War

WARTIME problems of broadcast engineering are to feature the Fifth Annual Broadcast Engineering Conference sponsored by Ohio State U with the cooperation of the NAB and the IRE. The sessions are to be held in Columbus throughout this week, Feb. 23-27.

The conference was to open with a talk on "Communications in National Defense" by E. K. Jett, FCC chief engineer, followed by a panel on broadcast station operation during wartime, organized by Lynne C. Smeby, NAB director of engineering. Members of the panel are Frank Cowan, AT&T; J. D'Agostino, NBC; Raymond F. Guy, NBC; R. V. Howard, KSFO; William Lodge, CBS, and Andrew D. Ring, Washington consulting engineer. Orrin W. Towner, chief engineer of WHAS, Louisville, also speaks the opening day on "Emergency Operation of Broadcast Transmitters."

Tuesday's session includes talks by Karl Troeglen, chief engineer of WIBW, Topeka, on "Engine-Driven Emergency Power Plants", and Daniel E. Noble, research engineer, Galvin Mfg. Co., on "Mobile FM", with a roundtable on "Transmitter Maintenance", led by Charles Singer, WOR, New York.

The Wednesday sessions include a roundtable on "Training of Engineers and Technicians", led by Prof. W. L. Everitt, Ohio State U.

Thursday will feature an off-the-record talk on "Wartime Broadcasting Experiences in England," by Gerald C. Gross, FCC assistant chief engineer, recently returned from an inspection trip of radio in England, and a discussion of "Recording Standards" by Howard Chinn, CBS.

The Friday meetings will be devoted largely to a discussion of "Studio Transmitter Links and High Frequency" by J. H. DeWitt, chief engineer of WSM, Nashville, and a talk on the RCA "Alert Calling System" by Arthur Van Dyck, engineer in charge, and Stuart Seeley, both of the RCA License Laboratory.

MARJORIE ALLEN, engineer at W4TNY, FM station in New York owned by Muzak Corp., is teaching a Morse course for women under auspices of the American Women's Volunteer Service.

WHCU's Co-Ed

CORNELL U's commercial broadcasting station at Ithaca, N. Y., WHCU, has added to its staff of control operators a 22-year-old co-ed, Beatrice Mead, of Amityville, Long Island. Miss Mead, a senior in Cornell's engineering college, is the first of her sex in 20 years to take a straight electrical engineering course.

WE Promotes Beal

HENRY C. BEAL, manager of the Western Electric works at Kearny, N. J., on March 1 will become engineer of manufacture with offices at WE headquarters, 195 Broadway, New York. He will be succeeded at Kearny by Reese F. Clifford, personnel director for the last year. Arthur B. Goetze, assistant personnel director, will assume Mr. Clifford's post. Mr. Beal, a Hoosier and graduate of Purdue, has been with WE for 28 years. He became assistant manager at the Kearny works in 1935, taking over the managership four years later.

Medal to Maj. Armstrong

MAJ. EDWIN H. ARMSTRONG received the John Scott Medal and a check for $1,000 on Feb. 13 from the American Philosophical Society in Philadelphia, for his development of FM. The fund was established in 1816 by John Scott, an Edinburgh, Scotland, chemist. The original $4,000 set up to reward men and women for "inventions of usefulness to mankind in the development of chemical or medical science, or the development of industry", has grown to $140,000 at the present date.

Stromberg-Carlson Switch

ASSURANCES that Stromberg-Carlson would be converted completely to war production by April 22, have been tendered the War Production Board by Dr. Ray H. Manson, vice-president and general manager, and Lee McCanne, assistant general manager. It was also revealed that since July, 1941, company officials have been gradually shifting to a wartime basis. Stromberg-Carlson announced that none of its 2,000 employes would be laid off despite the WPB ban on the manufacture of radio receivers, since 90% of a huge backlog of orders being filled by Stromberg-Carlson is war material.

Book of Broadcasts

VOLUME II of *Invitation to Learning*, consisting of discussions of the world's classics broadcast Sunday morning under that title on CBS, will be published next summer by Random House Inc., New York, under arrangements completed last week by Leon Levine, assistant CBS director of education. The 32 programs from Nov. 16, 1941 through May 31, 1942 will make up the 32 chapters of the second volume. Each chapter, as in the first book, will have an introduction by Mark Van Doren, the poet who is the program's chairman.

OBSERVING network operations in the Midwest, Adolfo Consentino, Argentine chief of radio communications and past vice-president of the Institute of Radio Engineers, visited Harry Kopf (right), vice-president in charge of NBC central division. Cal Abraham (left), of the NBC international division, New York, accompanied Dr. Consentino on his inspection tour of key cities. L. E. Tilden, Chicago representative of the international division, is standing next to Abraham.

50 KW. APPLICANTS FOR TULSA, AKRON

TWO MORE applications for 50,000-watt stations have been filed with the FCC, one proposing a new outlet in Tulsa and the other seeking the maximum power for WADC, Akron.

The Tulsa application was filed by Fred Jones Broadcasting Co., headed by Fred Jones, millionaire Oklahoma oilman who seeks the 1030 kc. channel when it is released by KOB, Albuquerque, N. M. KOB holds a construction permit for 50,000 watts on 770 kc.

WADC, now operating with 5,000 watts fulltime on 1350 kc., seeks 50,000 on 1220 kc., with directional antenna. Now assigned to 1220 are CHAB, Moose Jaw, Sask., 1,000 watts fulltime, and WGNY, Newburgh, N. Y., 1,000 watts limited time. WADC proposes that, if it secures 1220 kc., WHBC, Canton, O., now on the adjacent 1230 kc. frequency, should be shifted to 1350 kc.

RCA Dividends

QUARTERLY dividends on outstanding shares of RCA, announced by David Sarnoff, president, following the regular meeting of the board of directors were 87½c per share on first preferred and $1.25 per share on "B" preferred. Dividends are for the period Jan. 1-March 31, and will be paid April 1, 1942 to stockholders of record following close of business March 6, 1942.

New!
SUPER
SOUND
EFFECTS
New EFFECT RECORDS, NEVER BEFORE RELEASED!
New NUMBERING OF RECORDS AND RELATED GROUPING!
New CATALOG CONTAINING COMPLETE CROSS INDEX!
Be sure to write for this Catalog, listing Standard's newest Sound Effects and revised groupings.
Standard Radio
New York Chicago Hollywood

Ridder-Johns Rep Plans

WILLIAM F. JOHNS, general manager of the *St. Paul Dispatch* and *Pioneer Press* and president of WTCN, Minneapolis, will assume charge of Ridder-Johns Inc., Chicago, newspaper representatives, effective April 1, under a program calling for expansion of that organization. The appointment was announced last week by B. H. Ridder, publisher of the newspaper. It is proposed to expand Ridder-Johns by establishing offices also on the Pacific Coast, adding more newspaper accounts, and organizing a new department for radio station representation. Mr. Johns will continue as a member of the board of WTCN in which the Ridder interests hold 50% stock ownership.

WGY's 20th Anniversary

(Continued from page 20)

scriptions and to the recording of sound on motion picture film.

"WGY was also the proving ground for the magnetic pickup, a device which is now applied to the phonograph and to the transcription machines used in radio stations. The piano pickup, a microphone which was attached to the piano sound board for the purpose of overcoming blasting of piano music, has more recently found application in the electrical reproduction of such instruments as violin, banjo and certain types of organs and pianos.

"Early in 1924 General Electric began construction of the South Schenectady transmitter laboratory on a 54-acre plot five miles from the studios. With its completion in 1925, WGY went on the air with its first 50,000 watt transmitter and was licensed in August of that year to carry its regular programs on that power, the first station anywhere to be licensed to utilize what was then called 'superpower.' Thereafter, WGY was the first to be permitted experimental broadcasting on 100 and 200 kw.

"Completion of the South Schenectady laboratory stimulated investigations of all kinds of radio transmission, longwave, shortwave and medium shortwaves. One of these investigations was broadcasting on longwave, single-side band transmission for relay purposes. For more than a year WGY's programs were relayed on 1560 meters to Canton, N. Y. for rebroadcasting by the former St. Lawrence University station, WCAD.

Shortwave Research

"But of particular importance today was the investigation in the so-called shortwave field. Work carried on by GE radio engineers and others has made possible the present world radio coverage. Early research by GE engineers, supplemented in recent years by investigations by the Bureau of Standards and the communication companies has made it possible today to predict with extreme accuracy the frequency that will bring best results in long distance transmission in spite of such variables as daylight and darkness, the distance, the season and the direction.

"Out of those investigations on shortwave transmission have come GE's world-girdling shortwave stations WGEO and WGEA at Schenectady and KGEI at San Francisco.

"WGY prides itself in being the first to broadcast radio dramas on a regular weekly schedule. The first drama, *The Wolf*, was broadcast Aug. 3, 1922 and in September of that year the drama became an eagerly awaited program feature.

"Two days after its first program it carried its first 'remote' broadcast, a Washington's Birthday talk by W. W. Trench, now Secretary of GE, from the Union College gymnasium. On Nov. 25, 1922 wires were engaged to connect the Yale Bowl at New Haven with WGY's transmitter for the broadcast of the Yale-Harvard football game.

Plane-Ground Communication

"In October, 1923, WGY broadcast all the World Series baseball games. On May 25, 1925, U. S. Army officers from radio-equipped planes described an informal race down the Hudson, from Albany to New York, of Gar Wood's speed boat and the Twentieth Century Limited on the New York Central.

"As an aid to contestants in the balloon races at Milwaukee, July 5, 1923, WGY offered special weather reports. Maj. Ora Westover carried a radio receiver for the first time in such a race.

"The potentialities of radio as a police aid were strikingly illustrated when WGY was used to help in the recovery of the kidnapped son of Dr. E. F. W. Alexanderson. The boy was kidnapped May 1, 1923 and recovered unharmed a few days later at a camp on the St. Lawrence River as a direct result of radio broadcast.

"In November, 1925, in advance of the formation of NBC, WGY organized its own network including stations in Buffalo, Rochester and Syracuse. Feature programs originating in any of the four cities were made available to stations in the other cities of the network.

"In October, 1927, WGY rebroadcast the first program from Sydney, Australia, and on Feb. 21, 1928, the station carried a two-way talk by a British Broadcasting Co. engineer and a GE engineer.

"Meanwhile, Dr. E. F. W. Alexanderson had been engaged in research on television. On May 10, 1928, the Schenectady station began the transmission of television signals in the late night hours. In August of the same year, television cameras were erected in the Assembly Chamber in Albany to pick up the action of Governor Alfred E. Smith during his address accepting the Democratic Presidential nomination.

First Video Drama

"An important first of the same year was the broadcast of the first television drama, *The Queen's Messenger*. Voice signals were carried by WGY and picture signals were transmitted shortwave via W2XAF.

"In 1929, WGY, in cooperation with its shortwave outlet, W2XAF, began a series of programs to Admiral Byrd at Little America. These programs included entertainment and the transmission of letters from relatives of the expedition personnel to the Antarctic.

"The following spring when Byrd and his men, en route home, stopped at Dunedin, New Zealand, WGY broadcast two-way conversations between the late Adolph Ochs and Arthur H. Sulzberger

Blue Note

WHEN is an MBS affiliate a member of the Blue network? At first it took atmospheric conditions to deaden the MBS circuit of WALB, Albany, Ga. After repair, the station's announcer introduced a news broadcast but listeners knew better when they heard Walter Damrosch in his weekly Blue Network program.

NEWS GOES TO THE ORIENT FROM THIS

Studio by JOHNS-MANVILLE

KGEI is the only U. S. radio station consistently heard throughout the Orient. Highest broadcast quality, of course, is vitally important. Therefore, in constructing new studios, this shortwave station assured true high-fidelity reproduction by specifying a J-M Acoustical Treatment in studios and control room.

In hundreds of stations, J-M Sound-Control Materials and the J-M System of Sound-Isolation are adding new brilliance to broadcasts. For details, and for information on how the J-M Acoustical Engineering Service can help achieve correct acoustics in your studios at low cost, write Johns-Manville, 22 E. 40th St., New York, N. Y.

KGEI, General Electric's new shortwave station at San Francisco, Cal. W. P. Day, Architect; H. M. Michelsen, Associate; Engineers, Ltd., Contractor.

JM JOHNS-MANVILLE
Sound-Control Materials
and Acoustical-Engineering Service

"Get a strike every time. Let KXOK, St. Louis, roll 'em for you!"
630 KC. 5000 WATTS
BLUE NETWORK

TWAS ROUND-UP TIME backstage for this Hollywood group as they launched the thrice-weekly quarter-hour *Red Ryder* Feb. 10 on 9 Blue Network West Coast stations, under sponsorship of Langendorf United Bakeries. Group includes (l to r): Warren Johnson, account executive of Ruthrauff & Ryan; Art Rush, executive producer; Fred Harman, artist of the Red Ryder comic strip and writer of the show; Reed Hadley, who portrays Red Ryder; Leo Tyson, network's western program director; Don Clark, director; Tracy Moore, western sales manager.

of the *New York Times* and members of the expedition at Dunedin. The signals were carried from Dunedin to Wellington, New Zealand, by wire and marine cable; from Wellington to Sydney, Australia, by longwave; and from Sydney shortwave to Schenectady.

"In 1932, WGY broadcast another first. On Patriots Day, April 19, Gov. Joseph Ely of Massachusetts fired a revolutionary musket and the sound was heard after it had traveled completely round the world from Schenectady to Huizen, Holland, from Huizen to Bandoeng, Java, from Java to Sydney, Australia and from Sydney back to Schenectady.

Changeover From Air

"One of the station's most spectacular broadcasts occurred May 19, 1932 when the station's new transmitter was put into service by a whistle blown aboard the dirigible *Los Angeles* as it cruised over the city. The whistle signal, produced by Chester H. Lang, now a GE vice-president, was carried via a beam of light to a target on top of a building. The whistle tripped a relay and the old transmitter was taken off the air and the new one came on.

"Under General Electric operation WGY since 1922 has been managed by the late Martin Rice, one of the organizers of and first board chairman of NBC; by Chester H. Lang, and now by Robert S. Peare who is in charge of all of the company's radio activities including longwave, shortwave, FM and television. In association with Mr. Peare in the administration of the company's radio broadcast program is B. J. Rowan. Kolin Hager, program manager of WGY when the station started, is still in active charge."

HENRY MORGAN, who conducts his own "whimsical" program on WOR, New York, is the subject of a feature article in the Feb. 21 issue of *Liberty* magazine, written by Edward R. Sammis, formerly with the CBS publicity department and now with *Look* magazine.

PERFECT CIRCLE Co., Toronto (piston rings), has started a spot announcement campaign at varying weekly frequencies on 10 Canadian stations. Account was placed by McConnell Eastman & Co., Toronto.

The Other Fellow's VIEWPOINT

Oregon News

EDITOR, BROADCASTING:

Fully appreciating the excellent record BROADCASTING Magazine has for accuracy in reporting, I feel you would be interested in correcting a slight inaccuracy in your issue of Feb. 2, page 22.

The item in question is headed "Oregon Stations Form News Board". The story twice states "when stories are to be withheld from the air", and indicates that the service offered is restrictive in nature. That is hardly the truth, and could not help but be misunderstood during a time when broadcast news is under the surveillance of Army, Navy and Office of Censorship officials, and when the efforts of a good many sincere men in the industry are devoted to working out a complete plan of news procedure, with due regard to morale, defense and no "aid or comfort for the enemy".

The Oregon Assn. of Broadcasters, at their annual meeting held Jan. 16, devoted the entire afternoon session to the report by Byron Price. A news committee was appointed to consider plans for checking news stories. The subsequent general bulletin is attached to this letter, as well as a copy of a recent War Department memorandum which includes the bulletin.

It is certainly stressed in this bulletin that the editing of news must be the responsibility of each individual station. Under no conditions can any agency accept responsibility for news clearance. The suggestion pertaining to the utilization of news service wires as a checking method was accepted and approved, with the wholehearted cooperation of UP and AP.

Under this plan, each of the press wires carry a delayed notice which indicates whether or not suspect news items are being carried by Portland stations. That is the extent of the service. No recommendation is made to other stations, and the acceptance or rejection of any story remains at their option.

Inasmuch as this was a point carefully considered at all meetings, and is an important part of our understanding of each station's responsibility during war time, it seems important to clarify it.

As NAB news representative for the State of Oregon, and chairman of the Oregon State Broadcasters News Committee, I am submitting the correct story with its evidence, for whatever disposition you care to make of it.

H. M. SWARTWOOD Jr.
Program Director, KOIN-KALE
Portland, Ore.

Kolynos Adds WNEL

KOLYNOS Co., Jersey City (toothpaste), division of American Home Products Co., has added WNEL, San Juan, P. R., to the group of 5 Pan-American Network stations broadcasting NBC's shortwave program *America the Free*, Wednesday, 7:15-7:45 p.m. Agency is John F. Murray Adv. Agency, New York.

GEORGE WASHINGTON HILL Jr., vice-president in charge of advertising for American Tobacco Co., New York, has resigned to join the Air Corps with a commission.

WBNX NEW YORK

THE MOST INTIMATE AND EFFECTIVE SALES APPROACH TO AMERICA'S LARGEST MARKET.

5000 WATTS Directional

OVER METROPOLITAN NEW YORK

Surveys show that in the Intermountain Market KDYL PROGRAMS are consistently the leaders

KDYL

The POPULAR Station

Salt Lake City

JOHN BLAIR & COMPANY

National Representatives

NBC RED NETWORK

Radios for Latins Wait WPB Action

Rockefeller Group Is Behind Plan for 800,000 Sets

WHETHER the project of the Office of Inter-American Affairs for distribution of 800,000 shortwave receiving sets in Latin America can be carried through, remains to be decided by the War Production Board. Since the Rio de Janeiro Conference last month, added impetus has been given the plan by the State Department with reported White House blessing, but WPB officials have indicated they are not satisfied that supplies are available or that plant facilities can be diverted for the sets.

Following recent meetings with officials of the OIAA, better known as the Rockefeller Committee, representatives of the Radio Manufacturers Assn. and the WPB agreed to submit memoranda on the subject for final approval by Donald Nelson.

Priorities Problem

It is proposed to distribute the 800,000 receivers in various Latin American countries so that more widespread reception of news and other broadcasts from this country's shortwave stations can be enjoyed. The OIAA suggested that the sets be manufactured at no profit, but WPB officials raised the question of priorities.

The manufacturers, it was said, are capable of turning out the equipment, which would range in price from $12 to $75 per unit, pending the full allocation of war orders, for which they have virtually cleared all other production in their factories. Both large and small radio plants are now geared or gearing for the 4 billion dollar Army-Navy procurement program of communications equipment, but any priority for the receivers, it was said, could be handled as a stop-gap until full war production gets under way.

Chief opposition from the WPB has been based on the aluminum and nickel involved, which some officials fear cannot be spared from the receiving equipment needed by the military.

RED CROSS KNITTING each day at lunch hour is paced by Harlan Ralston, switchboard operator of WHBF, Rock Island, Ill., for girls of the station's staff. Seated are (l to r), Adelaide Gillespie, Millicent Polley, Louise McDermond, Mary Woodburn, Milly Smith, Mr. Ralston and Helen Porter. Standing are Beth Kensinger, Vivian Lloyd and Lucia Thompson.

Plants Face Wartime Conversion

(Continued from page 10)

necessary hardship on either management or labor. With regard to the labor problem, it was pointed out that larger manufacturers are rapidly converting to war production and no serious labor problems are foreseen. It was admitted, however, that difficulties may arise in the small manufacturer field. Careful consideration of these problems was promised. In all cases, it was said, exigencies of the war effort will preclude all other considerations.

In the receiver manufacturing picture, problems of over-all conversion are expected to be simpler than those of transmitter manufacturers. Larger receiver companies are already converted 80-90% to arms work, having a plentiful supply of engineers, tools and facilities with which to take over radio arms orders. Some of the smaller set manufacturers, with virtually no war orders, are expected to feel the conversion more acutely.

Television, FM Too

Production of all civilian radio sets must be suspended by April 22, according to WPB orders, that date being the expiration of the previous order which cuts civilian production 40% below 1941 figures. Although no definite date has been set for conversion, the WPB expects action to be completed within four months and the major portion of the job finished within three months.

Television and frequency modulation receiver manufacturers are necessarily included, it was said, in regulations applied to standard receiver manufacturers.

At the WPB it was also stated that orders covering transmitter and tube manufacturing for standard broadcast facilities would include television and FM.

A roundup of the output of larger receiver manufacturers shows that RCA, with 80% Government orders in 1941, is expected to be 100% converted before the time limit expires. RCA's research laboratory already has been turned over entirely to Government work and erection of a new tube plant has been started at Manheim Township, Lancaster, Pa. Manufacturing will be concentrated on special radio and electronic tubes in cooperation with the Navy [BROADCASTING, Feb. 2].

Westinghouse is reported 98.6% devoted to military equipment, with the remaining 1.4% of manufacturing being for defense purposes, bringing that company 100% within the demands of the WPB.

General Electric reports 80% war radio production, with conversion to 100% expected within the allotted time.

WPB Doubt

Farnsworth Television & Radio Corp. production is now 70% war work. Its 1941 figure was 30% war work, which indicates rapid conversion of the company.

Crosley Corp., 30% on war work in 1941, has boosted its production to 40%, it is understood.

Other companies such as Majestic Radio & Television Corp. and Philco Co. have made comparable increases in war production, with full conversion anticipated well within the time limit.

Referring to purported plans of the Rockefeller Committee to make up to 800,000 shortwave radio sets to be made available to Latin America, WPB officials expressed doubt that allocations for the materials for the sets will be made. It was stated, however, that this was a policy matter and no definite statement could be made that materials for the sets would or would not be provided.

Nelson Rockefeller, Coordinator of Inter-American Affairs, is reported to be pushing the move to provide Latin Americans with shortwave sets to provide a substantial listening audience for the shortwave broadcasts of the Rockefeller Committee to Latin America.

The order for the sets, if allocation of materials is provided, would be prorated among all set manufacturers to be filled in the period from April 22 to the full conversion deadline.

New WPB Order

The War Production Board last Wednesday ordered sharp curtailment of critical materials in the manufacture of all musical instruments. The order, issued by Jesse L. Maury, chief of the Electrical Appliances & Consumers' Durable Goods Branch, excepts radios, phonographs, radio-phonographs and articles designed primarily as toys. Program for the order covers the period from March 1 to June 1. The music industry's annual factory sales in recent years have ranged from $40,000,000 to $50,000,000, with about 15,000 workers.

WOV's New Schedule

STARTING at 6 a.m., Monday, March 2, WOV, New York, will go on a consecutive six-day-a-week schedule, according to Harry D. Henshel, managing director. On six-sevenths time since its recent frequency switch, WOV shared Sundays and Monday with WHBI, Newark. Time was broken up between the two outlets those two days so that each station had portions of Sunday and Monday at split intervals. Under the new plan WOV will be heard Mondays through Saturdays, commencing at 6 a.m., and will be off the air all day Sunday. WOV's policy remains the same. Italian-language broadcasts will be heard during daytime hours. After 6 p.m. features in English will be continued.

Interpreted Musical

BOB EMERY, conductor of the *Rainbow House* programs on WOR, New York, is presenting a series of Monday evening programs on W71NY, New York FM station owned by WOR. Titled *Let's Look at Music*, the programs are musical recordings with Mr. Emery giving a running dialogue to interpret the selections as a blind music student would give them.

WJBK

250 WATTS

Covers Greater Detroit's 2¼ Million People, Representing 57% of Michigan's Population

24 HOURS A DAY

WJBK

250 WATTS • 1400 KILOCYCLES

NEWS Every Hour on the Hour

WHBQ MEMPHIS, TENN.

NEWS—MUSIC—SPORTS

Dies Group Probe Draws House Fire

Rep. Eliot Claims Fantastic Charges Are Being Made

ATTACKING the special House Committee to Investigate Un-American Activities, headed by Rep. Martin Dies (D-Tex.), in the House last Wednesday Rep. Thomas H. Eliot (D-Mass.) referred specifically to the investigation of the committee into the background of FCC employes, notably Dr. Goodwin Watson, chief analyst of the Federal Broadcast Monitoring Service.

Referring to a letter sent to Rep. Dies by FCC Chairman James Lawrence Fly, in which it was stated that the chairman of the Dies Committee had been frequently and favorably quoted on Axis propaganda broadcasts to this hemisphere, Rep. Eliot branded as "fantastic" the committee's definition of subversive as regards its investigations of various individuals.

'Fools Errands'

Mr. Dies had previously intimated there were leaks in the FCC's confidential reports on foreign propaganda broadcasts, claiming these were used by Dies Committee opponents in attempts to block allocation of Funds by the committee [BROADCASTING, Feb. 16]. A resolution is shortly expected in the House for another $100,000 to continue the activities of the committee.

Previously Rep. Dies had inferred that the purported "leak" in FBMS report may have been connected in some way with Dr. Watson. Rep. Eliot reiterated the reply made by Chairman Fly who had pointed out that Dr. Watson had joined the FBMS staff after the study in question had been made.

Rep. Eliot stated that Government investigators were being sent out on "fools errands" by the Dies Committee and termed the committee "dangerous".

The House has incorporated a provision specifically prohibiting use of any 1943 FCC funds to pay the salary of Dr. Watson in its consideration of the Independent Offices Supply Bill. The bill has had Senate consideration, with committee reports expected soon.

Soil-Off Expands

SOIL-OFF MFG. Co., Glendale (paint cleaner), on Feb. 16 started sponsoring for 52 weeks a five-minute thrice-weekly newscast on KOA, Denver, and on March 2 starts a similar program for 13 weeks on KFBB, Great Falls, Mont. Firm, in addition, recently expanded its network program, *Bob Garred Reporting*, on 6 CBS California stations, from once to twice weekly, Tuesday, Thursday, 5:45-5:55 p.m. (PWT). Latter contract was renewed for 52 weeks on Feb. 3. Agency is Buchanan & Co., Los Angeles.

FRANK COULTER

SUCCESS FORMULA: Take a high school sophomore who has two cousins in the advertising business. Have the two cousins talk him blue-in-the-face about an advertising career. And there is the embryonic idea which has grown into Frank Coulter, supervisor of all spot activity of Young & Rubicam, New York.

To handle the 30 accounts which spend some 12 millions yearly in radio through Y&R, Carlos Franco head of the department has subdivided activities of spot, network and daytime operation. Frank, as supervisor of spot buying, works with a staff of five other buyers, each of whom handles one or more different accounts.

Frank himself is responsible for Johnson & Johnson products and the Swan soap account.

Under his supervision the 269-station schedule for Swan soap was set up, which in just one year on the market has become a leader in the field. And to him, working with Mr. Franco, goes credit for the pioneering of use of the Keystone Transcription Network of 123 stations for the *Burns & Allen Show*, adding considerable outside coverage to an already extensive network coverage of stations.

Behind Frank lies 15 years of agency work. Back in 1926 after a short turn in the loan department of a bank and as a salesman for National Biscuit, Frank took his cousins' advice and landed with the traffic department of N. W. Ayer & Sons. Ten years with the production and business departments served as a prelude to his joining the radio department in 1936. There he learned radio and time buying problems, working with the inception of Atlantic Refining sports broadcasts. In July 1940 Frank came to Y&R.

A Pennsylvanian by birth he claims Chester, Pa., as his home town, more so because his wife, the former Helen Aikin hails from there. That is something of a coincidence, Frank says, since he left the town when quite a youngster and did not meet his wife until many years later.

Master of the Coulter household is young Richard, 3. Daddy plays "at" golf and played a lot of basketball both in school and afterwards. The Coulters are at home to visitors in Bellrose, Long Island.

Signal Oil Comments

SIGNAL OIL Co., Los Angeles, through Barton A. Stebbins Adv., that city, on March 5 starts a weekly quarter-hour commentary, featuring Upton Close, on a group of NBC Pacific Red stations, Sunday, 3:45-4 p.m. (PWT). Firm in addition will continue to sponsor its weekly half-hour *Signal Carnival* on 11 Pacific Coast stations, Sunday, 7:30-8 p.m. (PWT), with transcribed repeat on 4 California-Nevada stations, 9:30-10 p.m. (PWT).

Ladies' Day at Club

LADIES' DAY was celebrated at the weekly luncheon meeting of the Radio Executives Club of New York Feb. 18 with some 90 members attending the sessions presided over by Linnea Nelson, J. Walter Thompson Co., New York, time-buyer. Out-of-town guests who heard Mrs. Bernard Gimble speak on "Women & the National Defense Program" were Fred Palmer, WCKY; Bill Malo, WDRC; Jack Fields, WPTF; Howard Chernoff, WCHS. Corsages from Russell Loftus of WIBX, Utica, were given the 40 lady guests.

You can't Catch Fish

. . just by putting a lot of lines overboard!

You get 'em where THEY'RE THICKER

Sales are ringing up so fast and furious in the booming Beaumont trade center that all the cash registers have perpetual hot bearings. This concentrated Gulf Coast Industrial Area is sweating out ships and war materials by the thousands of tons and the payrolls run to figures whose ciphers look like the wheels of an armored division.

Radio Schedule . . . come follow this great Big Payroll.

KFDM

Blue Network

560 KC

1000 WATTS FULL TIME

BEAUMONT

Represented By

HOWARD H. WILSON COMPANY

5000 WATTS DAY & NIGHT

IN THE HEART OF A DEFENSE MARKET WHERE PURCHASING POWER IS UP!

WRNL

910 KC IN THE CENTER OF THE DIAL

RICHMOND VIRGINIA

EDWARD PETRY & CO., INC. NATIONAL REPRESENTATIVES

365,000 people make the Youngstown metropolitan district the third largest in Ohio.

WFMJ

Has more listeners in this rich market than any other station.

Headley-Reed Co.
National Representatives

BLUE

IS YOUR BEST BUY IN KANSAS CITY

John Pearson, Representative

Basic Blue Network

5000 WATTS KCMO 1490 ON YOUR DIAL

HIT PARADE

Here We Come!

"Memory of This Dance"
"A Little Bell Rang"
"They Started Something"

BROADCAST MUSIC, Inc.
580 Fifth Ave. • N. Y. C.

The Northwest's Best Broadcasting Buy

WTCN

AN NBC STATION

MINNEAPOLIS ST. PAUL

Owned and Operated by ST. PAUL DISPATCH PIONEER PRESS, MINNEAPOLIS DAILY TIMES.

FREE & PETERS, INC. — Nat. Rep.

CONTRACTS ARE SIGNED which put what is claimed to be the nation's oldest sponsored sports program on WBEN, Buffalo, on Feb. 19. The sponsor, Kendall Refining Co., Bradford, Pa., has broadcast sports continuously for 12 years. Watching the penmanship are (l to r): Gene Wyatt, WBEN sales director; Henry Barber, Landsheft Inc.; Russell Keck, Kendall gasoline sales manager; Chet Daly, WBEN salesman; Jim Wells, WBEN sports director and new conductor of the Kendall nightly sports column.

Lang-Worth's ASCAP

(*Continued from page 18*)

and trustee for most ASCAP publishers in the recording license field.

Transcription executives last week were reluctant in commenting about what they would do after the temporary clearance at the source deals with ASCAP expire, stating they could make no definite plans until they know the number of their subscribers which will have ASCAP licenses and the number which will not have, and also the number with and without BMI licenses.

If it should develop that an appreciable number of subscribers to any library service have BMI but not ASCAP licenses, or vice versa, it may be necessary to issue separate releases for each group, with possibly a third combination service for stations with licenses from both licensing organizations.

Double Payment

Another unanswered problem arising from the licensing situation is the one of the station having per program licenses from BMI and ASCAP. Receiving a transcription containing both BMI and ASCAP tunes, such a station is faced with a double payment for performance. Yet the transcription companies say that when a name orchestra is engaged to record ten selections these will naturally be chosen among the most popular numbers, which will probably include both ASCAP and BMI tunes. Another problem is that of publishers shifting their affiliation from one licensing agency to the other, so that a composition which is now licensed through BMI and available for broadcasting by BMI licensees may next week or next month be available only to stations licensed by ASCAP, or vice versa.

Clearance at the source on commercial transcriptions, while theoretically settled, still presents a lot of difficulties in operation and will need a lot of smoothing out before it will become a routine procedure. These problems and others were discussed at length in a meeting of representatives of transcription companies and the board of Network Affiliates Inc., at the latter's meeting in New York last week, and while no conclusions were reached it was reported that the session resulted in a better understanding of the subject by both broadcasters and transcribers.

NBC has announced that a 60-piece band conducted by Dr. Edwin Franko Goldman, a new symphony orchestra under the baton of Rosario Bourdon and a 25-piece string ensemble led by Norman Cloutier will soon begin recording for NBC *Thesaurus*, and also that NBC has signed exclusive recording contracts with Allen Roth, Xavier Cugat, Dick Jurgens, Vincent Lopez, Sammy Kay, Lawrence Welk, Dick Leibert and Harry Horlick.

Dear Soldier

LETTERS addressed merely to "dear soldier" are solicited on *Mike Maneuvers*, Camp Wolters program of KRLD, Dallas. Such messages are then passed out to soldiers indicating a desire to answer them and as a special eight-minute feature of the broadcast, lucky recipients are brought before the mike to read excerpts of their letters.

AFRA FUND DISCS ARE SOLD LOCALLY

TO AID the American Theatre Wing war service program, the radio division of ATW, organized under the auspices of AFRA with Helen Menken as chairman, is launching a series of 13 half-hour dramatic programs featuring big name talent, which will be used to promote the sale of a book of historical records, state papers and official speeches about the war.

Titled *America Goes to War*, the volume will be sold for 50 cents, all profits going to the ATW to be used chiefly in maintaining a canteen in New York City, where soldiers, sailors and marines on leave can find food, smokes and entertainment for a free evening.

Stating that at this time radio's role will be primarily that of fund raising, Miss Menken said that the dramatic programs will be transcribed by World Broadcasting System and distributed to stations for sponsorship by local advertisers. Raymond Green, New York advertising agent, is directing the sale of the program to these local sponsors, she explained, while Lloyd Rosamond of Air Features is handling the production of the programs. Stressing the point that the series is expected to pay its own way, she said that the talent on the programs is being paid regular wages. About 200 stations are lined up to broadcast the programs, Miss Menken added.

In addition to the radio drive, department stores throughout the country have agreed to feature the book for a week to be known as "American Theatre Wing Service Week." All profits from the sale of the books will be turned over by the stores to ATW, Miss Menken stated.

WHIT Plans to Start In Early Part of April

EXPECTING to go on the air the early part of April with the new WHIT, under construction in New Bern, N. C., Louis N. Howard, general manager, last week announced that transmitter and studio construction was already under way. A Gates transmitter, speech input console; Presto turntables, and a Wincharger antenna are being installed by the Tarboro Construction Co., Greensboro, N. C.

Station was granted Nov. 4, 1941, to Coastal Broadcasting Co. Inc. 250 watts on 1450 kc. Principals are Mr. Howard and his brother Louis N. Howard, each 22½% stockholders; their father, P. Howard, local clothier, 47.6%, six others holding minor interests. UP news will be used.

SOUTH CAROLINA No. 1 Market

FIRST IN—
• Total Population-White Population
• Wholesale & Retail Sales
• Industrial & Business Pay Rolls
• Automobile Registration

DOMINATED BY

WFBC-GREENVILLE

HEART OF THE FAMOUS INDUSTRIAL PIEDMONT SECTION

NBC RED NETWORK

NATIONAL REPRESENTATIVE - WEED &

New HOOPER-HOLMES Study of 900 key agency executives and radio advertisers to determine their trade-paper radio news and radio advertising preferences

reveals

NOTHING NEW*

The Questions—

1. What trade publication do you consider No. 1 for your authentic radio news?
2. What trade publication do you consider the No. 1 advertising medium for radio stations and networks?
3. What yearbook, annual, do you use for accurate radio information?

In each case

The Answer—

* NOTHING NEW—because all agency and advertiser studies of radio news and radio advertising trade paper preferences tell the same old story. Write for complete analysis of the Hooper-Holmes Study.

• COVERAGE
• EFFICIENCY
• ECONOMY
• SATISFACTION

YOU
get all four
when you install

LEHIGH
Vertical
RADIATORS

•

Radio Division
Lehigh Structural Steel Co.
17 Battery Place · New York City

NO DELAYS

NEW "AUTOMATIC"* POSTAL WIRES GET THERE FASTER

• Costly telegraph delays are out! POSTAL "Automatic" is in! Amazing machines—only recently perfected by POSTAL TELEGRAPH engineers — now flash messages to any part of the country at record-breaking speed — and with incredible accuracy. These "Automatic" machines are POSTAL's—*exclusively*. Messages sent "Automatic" cost you not one penny more. So—

Try this NEW SUPER-SPEED SERVICE today!

CALL Postal Telegraph

For your convenience, charges for telegrams telephoned in appear on your telephone bill

**For descriptive folder — address Postal Telegraph, 157 Chambers St., New York or ask local branch manager.*

Purely PROGRAMS

DEFENSE-MINDED WLW is sponsoring its second annual *Short Course of the Air*—a series of programs designed by the Farm Service Department to aid in the enlistment of hogs, poultry, and dairy cattle in the Food For Freedom army. The series is divided topically—hogs, poultry and dairy cattle—with one week devoted to each subject; each week there are five separate discussions. This series has been arranged by Ed Mason, farm program director, Merton Emmert, assistant director, and Lowell Watts of the station's agricultural department, in cooperation with specialists in Ohio State U, Purdue U, Kentucky U, and West Virginia U, who appear on the programs.

* * *

Agrarian Aids

TO ASSIST Colorado farmers and ranchers in reaching production goals in the state's quotas for the nation's "Food for Freedom" effort, KLZ, Denver is presenting a new series of shows devoted to reports and discussions by experts in various fields of agriculture. Bob Harris, farm editor of KLZ, is m.c. and Dewey Harmon, chairman of the Agriculture Adjustment Administration and the Colorado War Board, is in charge of subjects and speakers.

* * *

Scholarly Analyst

POLITICAL science scholar turned commentator is the role played by Dr. Nicholas P. Mitchell, Furman U, in *Behind the News*, on WMRC, Greenville, S. C. Dr. Mitchell is author of three books on international law and former president of the Southern Political Science Assn.

* * *

Popular Literature

PROF. JOHN T. FREDERICK, CBS literary critic, who conducts the CBS *Of Men & Books* programs, has begun a Saturday night quarter-hour series, *The Golden Page*, in which he covers the field of American literature on the popular rather than the classical side.

* * *

Quizzed by Phone

QUIZ in the kitchen via telephone is the idea of *Calling All Kitchens* on WMT, Cedar Rapids, conducted by Howdy Roberts and Benne Alter, Mondays through Fridays at 9:45 a.m. Correct answers to quiz questions bring respondents dollar prizes.

* * *

Musical Resume

LISTENER'S DIGEST that offers a musical summary of the entire day's schedule is *Echoes and Encores* on KYA, San Francisco, daily. Program presents every type of music, as a reminder of the variable entertainment of KYA.

* * *

Government Messages

COORDINATION OF bulletins of the Army, Navy and other governmental departments is the KSAN, San Francisco feature, *For Your Information*, presented daily by Vic Paulsen.

Purely American

AS A RESULT of findings published in *Radio Research 1941*, recent volume edited by Dr. Paul Lazarsfeld, director of the Columbia U Office of Radio Research, in cooperation with the CBS Director of Research, Frank Stanton [BROADCASTING, Feb. 9], WBYN, Brooklyn, has started *The Favorite Italian Hour*, foreign language program designed along "purely American lines".

The series, planned to avoid the constant reminder by most foreign language programs of a listener's foreign origin, is produced by Ralph and Nicholas DePasquale, American-born Italians, and heard daily as a morning half-hour and evening hour. Emphasis is on variety with singers, comics, dramatic sketches and live music.

* * *

Pioneer Women

STORIES OF PIONEER women whose work and influence was not generally appreciated in their lifetime but whose contribution to the life of their country was no less great, have started on the Canadian Broadcasting Corp. prairie network. *Petticoat Pioneers* is a Friday afternoon quarter-hour dramatized program. The first pioneer woman featured on the series which started Feb. 20, was Marie Anne Gaboury, the first white woman in the Canadian west, who came out by canoe from Quebec in 1805 with her trapper husband.

* * *

For the Household

CATERING to the women with *We the Housewives*, WDGY, Minneapolis, broadcasts this new feature Monday through Saturday with Georgia Lane at the mike. One day each week Miss Lane deals exclusively with defense news affecting the household. The program's title is the result of a recent contest whose winner received $5 in defense stamps.

* * *

Announcers' Debate

REPLACEMENT for the banned street broadcast of WDRC, Hartford, is its ten-minute *Man Behind the Mike*, featuring four announcers and staff members in an impromptu debate. The topic, dealing with some current problem, is drawn from a hat as the program begins.

* * *

Meet the Navy

INTERVIEWS of recruits being inducted into the Navy are heard on the new quarter-hour *Who's Who in the Navy* of KOA, Denver. Broadcast originates in the office of Comdr. J. C. Thom, officer in charge of recruiting in the Denver area.

* * *

Card Game

GIN RUMMY HAVING caught the fancy of the populace, WDAS, Philadelphia, on Feb. 23, inaugurates a series of programs titled *Gin Rummy School*. Conducted by Harold Davis, WDAS program director, the programs will teach the fundamentals of the card game to listeners.

SHOT IN THE DARK, this photo was taken with infra-red flash during a joint broadcast by WCAU and WFIL, Philadelphia, of the progress of the city's blackout. From atop the tallest building, somewhere in the city, Mayor Bernard Samuel (right), carried on a two-way telephone conversation with civilian defense and military officials who were in a plane flying over the blackout area. Assisting the mayor is John Corcoran, WFIL news commentator, and James Allan, WFIL publicity head, stands in the background.

School Broadcast Group Releases Bulletin List

PUBLICATION list of printed pamphlets and mimeographed bulletins being released by the Evaluation of School Broadcasts, Ohio State U, has been released by that group. Timely and particularly pertinent in this list are National Morale & Radio; Frontiers of Democracy, a study of radio broadcasts dealing with technological and social progress by Seerley Reid; Network School Broadcasts: Some Conclusions & Recommendations; Radio Listening and Popular Song Tastes; Criteria For Children's Radio Programs, and How To Judge a School Broadcast.

The Evaluation of School Broadcasts is sponsored by the Federal Radio Education Committee of the FCC and is supported by grants from the General Education Board. It operates under the radio division of the Bureau of Education Research, OSU.

Dizzy Dollars!

There's a constant spending spree in Winston-Salem. Dizzy Dollars by the tub full get locked up by happy retailers every night. Get your share.

WAIR

Winston-Salem, North Carolina
National Representatives
International Radio Sales

WSYR NBC BASIC, WAGE JOINS BLUE

FINAL PLANS involving the changing of network affiliation of WSYR and WAGE, Syracuse, were announced last Tuesday by officials of the two stations and representatives of the Blue Network and NBC.

Effective March 1 WSYR, which in the past had been carrying a mixture of programs from the old Red and Blue networks of NBC and more recently NBC programs, becomes a basic member of NBC's Red Network. WSYR is on 570 kc. with 5,000 watts fulltime and is owned by the Central New York Broadcasting Corp.

WAGE, which has been carrying MBS programs for the last several months, on that date becomes the Blue affiliate in Syracuse. This, along with the announcement last week that KFEQ, St. Joseph, Mo., was joining the Blue, brings the total number of Blue affiliates to 115. After March 1, the evening hour rate of WAGE will be $220.

CHANGING NETWORKS March 1, executives of WSYR and WAGE, Syracuse, confer with Blue Network and NBC executives on final details which will make WSYR a basic member of NBC's Red Network while WAGE joins the Blue as a basic station the same day. Explaining details is John Norton Jr. (upper photo, left), manager of station relations for the Blue, to Col. Harry C. Wilder, president of WSYR (center), and Fred H. Ripley, manager of WSYR, as Sheldon Hickox Jr. (seated), manager of station relations for NBC, looks on. Below, William T. Lane, executive vice-president and general manager of WAGE, pens the Blue contract in the presence of Mr. Norton and Frank G. Revoir (right), president and controlling stockholder of WAGE.

WMCA Elects Officers

WITH the FCC authorization of the license transfer for the operation of WMCA, New York, from Knickerbocker Broadcasting Co. Inc. to WMCA Inc., the station has announced officers and directors of the new corporate structure, as follows: Earl E. Anderson, president; Donald S. Shaw, vice-president; C. Nicholas Priaulx, secretary-treasurer, and Harry L. Morgan Jr., assistant secretary-treasurer. The board of directors comprises Edward J. Noble, Earl E. Anderson, Donald Shaw and Mr. Priaulx.

WCOV Wins Suit

DECISION in favor of Capital Broadcasting Co., licensee of WCOV, Montgomery, Ala., was handed down by the court after a number of employes had filed a suit for $9,893 against the station, seeking to recover wages allegedly due them under provisions of the Fair Standards Labor Act. The jury, after brief deliberation, decided that WCOV had met its obligations and "found the issues in favor of the defendant."

'Treasure Chest' Troupe

TRAVELING as Minute-Men for Defense, title bestowed by U. S. Treasury, Hollywood troupe members of Horace Heidt's *Treasure Chest*, sponsored on 68 NBC stations by Lewis-Howe Medicine Co. (Tums), on March 3 will start a nationwide tour to promote Defense Bonds and Stamp sales.

WIND, Chicago, has stationed an armed guard above its transmitter house and has surrounded its four antenna towers with a barricade of railroad ties and a steel fence as protection of vital equipment. Beginning Feb. 23 the 56-acre plot where the transmitter is located will be illuminated by 22 floodlights.

Named by Gardner

SAM M. BALLARD, copy director, and Charles E. Claggett, radio director, were elected vice-presidents of Gardner Adv. Co., St. Louis, it was announced this week by the agency's board of directors. Mr. Claggett has been with the company 10 years. Mr. Ballard came to Gardner four years ago from Brooke, Smith, French and Dorrance, Detroit.

Program Honored

IN RECOGNITION of "Salutes to the United Nations", a feature for the past few months of the MBS *Double or Nothing* program sponsored by White Labs., New York, Fawcett Publications has presented the series with a plaque. Presentation was made on the Feb. 22 broadcast. Agency is Wm. Esty & Co., New York.

Shortwave Dispute

(Continued from page 10)

ting free?" He observed that the President, in the last analysis, will have to decide the issue when the Budget Bureau presents the COI's request for funds for the leasing arrangement.

Meanwhile, the private operators held meetings among themselves to draw up their own recommendations, with no statement given out as to their position. Presumably they too must await the attitude of the White House.

Six Firms Involved

Only six American companies actually are in the shortwave broadcasting field at present, besides the one newly-formed by Mr. Dumm. They are General Electric, with one 100,000-watt outlet and one of 50,000 watts at Schenectady, as well as the one in California; Westinghouse, with a 50,000-watt station at Hull, Mass.; NBC, with two 50,000-watt stations at Bound Brook, N. J.; CBS, with its two 50,000-watt stations and its 10,000-watt auxiliary at Brentwood, Long Island; Crosley Corp., with 75,000 watts at Mason, O.; World Wide Broadcasting Corp., with one transmitter of 50,000 watts and another of 20,000 at Scituate, Mass.

World Wide has operated from the start as a non-commercial entity, obtaining its funds largely by bequests, including a $200,000 grant from the Rockefeller Committee. The other stations, under the FCC rules, are permitted to carry commercial programs and have sold some time to sponsors interested in the foreign export field. This source of revenue, however, has been extremely slight in view of the war situation, although it offered good prospects, particularly for stations beamed toward Latin America, before this country's involvement in the war.

TREVOR ADAMS, salesman of WINS, New York, is the first salesman to win the gold "Ten-Up" pin, award given by Cecil Hackett, WINS managing director, to any salesman attaining a 10% increase over his previous three months average billing.

KOL Interview Series Is Recorded in Capital

INTERVIEWS from Washington, featuring prominent Government officials, are being transcribed in the Capitol radio studios for KOL, Seattle, by Broadcast Service Studios, according to Robert J. Coar, head of the Washington transcription firm.

Howard Costigan, well-known West Coast commentator, for several weeks has been in the capital recording the questioning of Hon. Paul V. McNutt, members of the Federal Trade Commission, Department of Justice and various Government agencies whose work has a bearing on the welfare of the Pacific Northwest and with emissaries from the Philippines, Alaska and Hawaii.

Mr. Costigan through the cooperation of the radio studios in the Senate and House Office Buildings, which are also adjacent to the Capitol, is enabled to record the interviews in a minimum of time and with little inconvenience to the Government figure featured. Series will be sponsored twice-daily on KOL by Clarke Dental Co., Seattle.

Listening Trends Shown In New Chart by CAB

THE Cooperative Analysis of Broadcasting (CAB) has announced a new service to its subscribers—a monthly Index of Listening, which in chart form shows at a glance the relative percentage of sets in use for each month, beginning with October, 1940.

An orange line depicts the Oct. 1940-Sept. 1941 year, while a black line shows the standing for each month of the year beginning Oct. 1941. Separate charts show the daytime and evening listening trends.

MBS Grid Letter

CIRCULAR letter to all program directors of Mutual's affiliated stations was sent out last week by Tom Slater, MBS director of sports and special features, to line up games which should be broadcast next fall. Reason for the query is that "Mutual scheduled the most important game first on more than one occasion, only to have one or more networks come along and take the same game."

WDBJ for Southwest Virginia
5000 WATTS, DAY AND NIGHT
ROANOKE • CBS
Ask your Agency to ask the Colonel!
FREE & PETERS, Inc., National Representatives

FIRST station in Indiana in 1924
and still the
FIRST STATION in Indiana in 1942
WFBM . . THE HOOSIER STATION . . INDIANAPOLIS
REPRESENTED BY THE KATZ AGENCY

New Post at Blue To Douglas Storer

Directs Commercial Program Department of Network

DOUGLAS F. STORER, who for six years has served as artist's representative and producer of radio programs for his own company and previously for Rockwell, O'Keefe, has been appointed manager of the newly-organized commercial program department of the Blue Network.

Mr. Storer

Following his graduation from Dartmouth in 1921, Mr. Storer became an account executive for the John Curtiss Adv. Agency, later taking over management of the Curtiss radio department through which the *Man from Cook's* program was handled for Thos. Cook & Son.

Idea Clearing House

On leave of absence in 1929, he reorganized and managed WGHP (now WXYZ), Detroit, and WSPD, Toledo, and in 1931, left Curtiss to become director of radio for The Blackman Co., New York, where he remained until 1935 when he entered the talent field.

In announcing Mr. Storer's appointment, Phillips Carlin, vice-president in charge of Blue programs, stated that the commercial program department "will serve as a clearing house for ideas and talent in the creation and development of new programs worthy of commercial sponsorship. In some cases, such programs will be introduced on a sustaining basis with no talent represented."

MBS Omaha Switch

MBS on March 1 will switch affiliates in Omaha, with KBON its outlet in that city instead of KOIL. KBON, which starts operations March 1, is owed by MBS Broadcast Co., and will operate on 1490 kc. with 250 watts.

Advertising Council for War Aid

(Continued from page 8)

the council has been in the process of formation since that time, under the direction of a committee headed by Chester J. La Roche, chairman of the board of Young & Rubicam and chairman of the council. Frederic Gamble, managing director of the AAAA, is assistant to the chairman and Paul B. West, ANA president, is secretary of the council.

Dr. Miller McClintock, who aided in organizing the Advertising Research Foundation and also in coordinating the country's outdoor advertising facilities so they could be used more scientifically by advertisers, has been named managing director. Offices will be established shortly in both New York and Washington.

In addition to the AAAA and ANA, groups sponsoring the council include the National Assn. of Broadcasters, American Newspaper Publishers Assn., National (Magazine) Publishers Assn., Outdoor Advertising Assn. of America and other advertising organizations.

First of the council committees to get under way is the radio committee [BROADCASTING, Feb. 2], which has held several meetings with W. B. Lewis, assistant director of the Office of Facts & Figures and radio coordinator for the Government, to work out plans for the most effective placement of Governmental wartime material on sponsored programs. Radio committee members are: Lawton Campbell, Ruthrauff & Ryan; J. A. Carter, Pedlar & Ryan; Kirby Hawkes, Benton & Bowles; John Hymes, Lord & Thomas; Arthur Pryor Jr., BBDO; R. J. Scott, Schwimmer & Scott (Chicago); A. K. Spencer, J. Walter Thompson Co.; F. W. Wile, Young & Rubicam. Haegen Bayles, of Ruthrauff & Ryan, sat in last week's Washington conferences with OFF for Lawton Campbell.

Agency Members

Present membership of the Advertising Council, in addition to Messrs. La Roche, Gamble, West and McClintock, includes the following agency men, sanctioned by the AAAA: Don Belding, Lord & Thomas, Los Angeles; Leo Burnett, Leo Burnett Co., Chicago; Arthur H. Kudner, Arthur Kudner Inc., New York; James W. Young, J. Walter Thompson Co. Representatives of advertisers, sanctioned by the ANA are: A. O. Buckingham, Cluett, Peabody & Co., New York; Neil H. McElroy, Procter & Gamble Co., Cincinnati; Charles G. Mortimer Jr., General Foods Sales Co., New York; H. W. Roden, Harold H. Clapp Inc., Rochester; Harold B. Thomas, Centaur Co., New York. Paul Garrett, General Motors Corp., Detroit, represents public relations; James L. Palmer, Marshall Field, Chicago, represents retail advertisers, and the representative of industrial advertising is still to be chosen.

ON AD COUNCIL

Mr. Elmer

Mr. Kesten

In the media group, the radio representatives (sanctioned by the NAB) are Paul W. Kesten, CBS, for networks, and John Elmer, WCBM, Baltimore, for stations. William G. Chandler, Scripps-Howard Newspapers, and Linwood I. Noyes, *Ironwood* (Mich.) *Daily Globe*, will represent newspapers (sanctioned by ANPA). Albert E. Winger, Crowell-Collier Pub. Co., New York, and Fred Bohen, Meredith Pub. Co., Des Moines, will represent magazines (sanctioned by NPA). Kerwin H. Fulton, Outdoor Adv. Inc., will represent outdoor advertising (sanctioned by OAAA).

Oboler's Book of Plays

ARCH OBOLER, director-producer, currently writing and directing the NBC *Plays for Americans* series, is the author of the 13 radio plays, compiled as a book titled "This Freedom", to be published Feb. 27 by Random House.

SENATE APPROVES 1942 FCC FUNDS

FOLLOWING approval by the House Feb. 9 of a supplemental FCC grant of $587,195, as part of the First Deficiency Appropriation Bill for 1942, the Senate last Tuesday approved the joint conference report on the bill which has been sent to the White House.

No amendments were proposed in Senate debate regarding the grant which will bring the Commission's total 1942 appropriation to a record-breaking $5,655,924 [BROADCASTING, Feb. 16].

Still pending before the Senate Appropriations Committee, but with early hearings expected, is the $4,991,219 FCC appropriation for fiscal year 1943. The appropriation is receiving more than ordinary interest since the House, in passing the bill Jan. 22, incorporated a provision specifically prohibiting use of any 1943 funds to pay the salary of Dr. Goodwin Watson, chief analyst of the Foreign Broadcast Monitoring Service, now under fire for alleged Communist-front activities.

The supplemental grant approved by the Senate provides for 408 new FCC employes—354 in the field and 54 in departmental service in Washington. Also included is provision for eight attorneys and eight clerks to work with FCC field inspectors in the prosecution of illegal radio activities.

Join Blue Staff

APPOINTMENTS to the staff of the Blue Network sales promotion department were announced last week by E. P. H. James, director of Blue publicity and promotion, including Seth Dennis, formerly in the promotion department of the *New York Herald-Tribune* and advertising manager of *Gold Magazine*, to handle Blue sales presentations; John V. Sullivan, formerly on the advertising staff of the *New York Mirror*, for WJZ time sales promotion; Joseph Seiferth of AudiVision Inc., for audience promotion of WJZ, and John S. K. Hammond, formerly on the sales staff of *Advertising & Selling Magazine*, and previously on the NBC sales staff and sales manager of KYW, Philadelphia, for the Blue Network sales staff.

NBC Staff Named

COMPLETE personnel of the NBC public service division, under the direction of Thomas D. Rishworth, will include Dwight Herrick as assistant to Mr. Rishworth, with Miss Judith Waller, director of the Central division, and Jennings Pierce of the Western division. As director, Mr. Rishworth will cooperate with the NBC Radio-Recording division in the preparation of educational and public service records for use in schools and colleges, and will serve as liaison for the program department with Dr. James Rowland Angell, public service counselor.

MURPHY PRODUCTS Co., Burlington, Wis. (feeds), has renewed *Murphy Barnyard Jamboree*, half-hour of the *National Barn Dance* on WLS Chicago, for the tenth consecutive year. Account was placed through Wade Adv. Agency, Chicago.

KARK NBC RED
LITTLE ROCK
"Arkansas' Preferred Station"
IN THE CENTER OF
The Dial . . . of Arkansas . . . of U. S. Projects
The SPOT to CENTER Your Advertising
ED ZIMMERMAN
Vice-Pres.-Gen. Mgr.
5000 WATTS
920 Kc
MEMBER SON: KARK - KTBS - KWKH - WJDX - WMC
NATIONAL REPRESENTATIVE EDWARD PETRY & CO

CHNS
Halifax, N. S.
Commands the largest near at hand audience in the Maritimes
Ask JOE WEED

NEW DIRECTORS AND OFFICERS of the Canadian Assn. of Broadcasters, elected at the annual convention in Montreal Feb. 9-12 [BROADCASTING, Feb. 16] are (seated, l to r): Col. Keith Rogers, CFCY, Charlottetown, P. E. I.; George Chandler, CJOR, Vancouver; Harry Sedgwick, CFRB, Toronto; N. Nathanson, CJCB, Sydney, N. S.; Glen Bannerman, president and general manager; A. A. Murphy, CFQC, Saskatoon; Jack Cooke, CKGB, Timmins, Ont. Standing: James Brown, CKOV, Kelowna, B. C.; Joe Sedgwick, CAB legal counsel; Ed Sandell, CKTB, St. Catherines, Ont.; N. Thivierge, CHRC, Quebec. Absent when photo was taken were Directors Harold Carson, CFAC, Calgary, and Phil Lalonde, CKAC, Montreal, and Arthur Evans, secretary-treasurer. The convention discussed war and its effect on radio.

OFFICERS ELECTED BY CAB FOR 1942

TRUSTEES, officers and a policy committee were appointed at the first meeting of the Canadian Assn. of Broadcasters' 1942 board of directors at Toronto Feb. 13. It was decided at the CAB convention to set up a trust fund from the surplus in the CAB's account. Appointed trustees were Maj. Clifford Sifton, of Trans-Canada Communications, Toronto (owning CJRC, Winnipeg; CKCK and CJRM, Regina; Henry Gooderham, CKCL, Toronto; R. M. Brophy, Canadian Marconi Co. Ltd., Montreal (owning CFCF, Montreal).

Harry Sedgwick, CFRB, Toronto, was re-elected chairman of the board, with George Chandler, CJOR, Vancouver, as vice-chairman. A policy committee, with the immediate task of revising advertising agency franchises, was appointed to include Harry Sedgwick, CFRB, Toronto; Phil Lalonde, CKAC, Montreal; Ed Sandell, CKTB, St. Catherines, Ont., and Jack Cooke, CKGB, Timmins, Ont.

No date was set for the next board meeting. Members of the board attended a luncheon for Janet Gaynor and Thomas L. Thomas, American stars appearing on the first broadcast of the Second Victory Loan variety programs carried by 51 Canadian stations that evening.

Navy Steps Up Training

INCREASING need of radio personnel has led the Bureau of Navigation, Navy Department, to step up its training program both at regular Naval radio schools and at the eight colleges and universities where more than 8,000 radio maintenance men are to be trained each year. At the Navy's own schools, radio operators are now being turned out at the rate of about 900 a month, which is to be increased to 1,900.

KNOWING THE PRODUCT
Hill Sends Martin Block to Luckies Factory

AT THE REQUEST of George Washington Hill, president of American Tobacco Co., New York, which has contracted for a five times weekly quarter-hour of the *Make Believe Ballroom* program on WNEW, New York, Martin Block, m.c. of the show, will spend Feb. 26 and 27 in Richmond, Va., studying the manufacturing process of Lucky Strike cigarettes.

The trip is in line with Mr. Hill's theory that a radio artist should know the inside story on the product he is advertising to do a better selling job on the air.

Mr. Block will be accompanied to Richmond by executives of American Tobacco and Lord & Thomas, the company's agency, including: Emerson Foote, vice-president of Lord & Thomas; Carl Stanton, L&T radio director, and Everard Meade, advertising director of American Tobacco.

So as not to inconvenience the 20-odd other clients who sponsor periods on the *Ballroom* by placing the program in the hands of an understudy announcer while Block is in Richmond, WNEW has been granted use of the studio facilities of WRNL, that city, through E. S. Whitlock, manager, so that Block can broadcast to his New York audience via a direct telephone circuit to WNEW's studios at the program's usual time, 10-11:30 a.m. and 5:30-7:30 p.m.

Prior to Mr. Block's trip, American Tobacco is sending a motion picture projector and several reels of film showing the Richmond plant in operation, to WNEW's studios for him to see the story on film before learning it first-hand.

New Business

(*Continued from page 8*)

the small advertiser's use of radio. The reports:

"Out of eight spot announcement clients, three doubled the frequency of their announcements; one, a local clothier, in a coastal ship building city quadrupled his announcements. All eight renewed for an additional 13-week period. Of 23 quarter-hour program users, 20 renewed for 13 weeks; one increased from three to five per week; one renewed for 26 weeks and one cancelled. Among 15 half-hour feature serial clients, all renewed.

"In Canada, where we have a large clientele, 11 small advertisers out of 15 on the air at the time this survey was conducted renewed for a 13-week period; one increased his half-hour a week show to twice a week, while only three did not renew after the conclusion of their campaigns. The above Canadian showing is quite exceptional in view of the fact that rationing of many products is at present in effect in Canada.

"The conclusions drawn from this survey show very clearly that local advertisers have taken advantage of the increased tempo of the times."

New CHOV Starts Soon

CHOV are call letters assigned to the construction permit for the new 250-watt station at Pembroke, Ont., which is expected to go on the air early in March with RCA equipment throughout, according to E. G. Archibald, manager. The station is owned by the Ottawa Valley Broadcasting Co., and is represented in Canada by Stovin & Wright, Toronto, and H. N. Stovin, Montreal.

Movie Award Program

WITH Wendell Willkie as principal speaker, highlights of the Fourteenth Annual Academy of Motion Picture Arts & Sciences award dinner at the Los Angeles Biltmore Bowl will be broadcast on CBS Pacific Coast stations Feb. 26. Bob Hope is to present the awards. Chet Huntley, of the network's West Coast special events staff, will supervise the half-hour broadcast.

CJOR serves Canada's rich Pacific Coast area—an area where new jobs and new developments mean new prosperity. Reach this new wealth through CJOR.

CJOR
Vancouver—B. C.
Nat. Rep.:
J. H. McGillvra (US)
H. N. Stovin (Canada)
600 KC 1000 Watts

Where Sales Multiply
Air Castle of the South
W E
50,000 WATTS CLEAR CHANNEL
WSM
NASHVILLE, TENNESSEE
OWNED AND OPERATED BY THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, INC.
NATIONAL REPRESENTATIVES: EDWARD PETRY & CO., INC.

FOR THE "World's Best Coverage of the World's Biggest News"
UNITED PRESS

Columbia's Station for the SOUTHWEST
KFH
WICHITA
KANSAS
Call Any Edward Petry Office

ILLINOIS?
For a big chunk of it, use the DECATUR station,
WSOY
250 W. 1340. Full time.
Sears & Ayer, Reps.
How can we help you?

War Keeps Radio Reporters on Jump

Adventurous Gatherers Of News Constantly Shifting Posts

THE RAPIDLY moving tide of war during the past weeks has been accompanied by equally rapid movements on the part of the correspondents of American radio, that select band of adventurer-broadcasters who, with no thought of personal safety, rush to wherever the news (and usually the battle) is hottest, establish daily rendezvous with the nearest microphone and then try to get away to a new news spot before it's too late.

Sometimes the getaway is successful; sometimes it isn't. Of the network correspondents in Berlin just before the entry of the United States into the war, for example, Alex Dreier of NBC got out a few days in advance, making his way first to Berne and then by clipper to New York. Howard K. Smith of CBS and Charles Lanius of NBC also escaped to Berne, where they still were last week. John Dickson, Berlin correspondent for MBS, is presumably interned there, as his network has not heard from or of him since Dec. 7.

Missing in Manila

On the other side of the world, in the Philippines, none of the networks has heard from its Manila representative since the fall of that city to the Japanese, who presumably have taken NBC's Bert Silen, Mutual's Royal Arch Gunnison and CBS' Harrison Wilkins and Tom Worthin. Efforts of the Army and the State Department to locate these missing Manila correspondents have been unavailing, the networks report.

No word has been received from Tokio correspondents, Walter Wills of CBS and Richard Tennelly of NBC, who are believed to have been interned. Also in doubt is the fate of Edward Hart Mackay, Shanghai representative of NBC, who has not been in touch with his network since about a week before the city fell to the Japanese.

Cecil Brown, who left Singapore after the British authorities had barred him from the air, is now heard regularly on CBS from Sydney, Australia. His suspension in Singapore was appealed by CBS but no decision to restore him to the air there had been reached prior to his departure.

Agronsky Moving

Brown's broadcasts from Sydney describing the lack of preparedness for the Japanese attack by the military authorities in Singapore give a picture of the situation there at wide variance from reports emanating from the beleaguered city and have been widely printed in the American press.

Martin Agronsky, NBC's Near Eastern correspondent, who recently transferred his zone of activities from Turkey and Egypt to the Pacific scene, also left Singapore before its surrender and was in Batavia last week en route to Australia. William J. Dunn, CBS Far East news chief, who left the network's newsroom in New York, where he had been news editor, just about a year ago to organize CBS coverage in the Orient, was in Rangoon when the war broke out but is now in Batavia.

For MBS, Frank Cuhel, former Iowa athlete and more recently a Batavia business man, has taken over for Elizabeth Wayne, who has left for home. Cuhel has no previous newspaper or radio experience but has the advantage of a complete familiarity with the country and its people.

Mutual also has a new correspondent in Sydney, W. A. O'Carroll, about whom the New York headquarters of MBS could supply no information. John Raleigh of CBS, in Batavia at the outbreak of the war, is now in Sydney for his network, while another CBS correspondent, George Folster, is commuting from Sydney to Melbourne to Darwin and back.

In Honolulu, Webley Edwards, manager of KGMB, serves both CBS and MBS with news from the Hawaiian Islands, while Jim Wahl of KGU represents NBC. CBS also reports that Larry Leseur is still shuttling back and forth between Moscow and Kuibyshev, covering the Russian front.

Recent changes in NBC's foreign lineup include the moves of Mary Brock to Ankara and Robert St. John from New York to London. Fred Bate, former chief of the NBC staff in the British capital, is currently taking a vacation in Mexico.

Noyes Is Replaced By Redman As Navy Communications Head

Veteran Radio Man Automatically Becomes DCB Member Under Department Shift

VETERAN of the Copenhagen, Madrid and Cairo international radio conferences, at which he served as a technical advisor, and well-versed in broadcasting problems, Capt. Joseph R. Redman has relieved Rear Admiral Leigh B. Noyes as Director of Naval Communications and thus automatically takes Admiral Noyes' place on the Defense Communications Board. Admiral Noyes has been ordered to sea duty.

The assignments became effective Feb. 14 but were not announced until Feb. 18. Admiral Noyes has served as Director of Naval Communications since July 29, 1939, and Capt. Redman has been his right-hand man as Assistant Director of Naval Communications since January, 1941. He has played a major part in placing Naval communications on a war basis, demonstrating such excellent executive and administrative ability that his promotion, ordered by Secretary of the Navy Knox, was considered a logical one.

A native of Grass Valley, Cal., where he was born April 17, 1891, Capt. Redman was appointed to the U. S. Naval Academy from Nevada in 1910, being graduated in 1914. Out of his 18 years in the service, he has spent 16 years specializing in communications, with emphasis on radio. On the DCB board he will serve with Charman James Lawrence Fly, who is also chairman of the FCC; Maj. Gen. Dawson Olmstead, Chief Signal Officer, U. S. Army; Breckenridge Long, Assistant Secretary of State; Herbert E. Gaston, Assistant Secretary of the Treasury.

CAPT. REDMAN

Capt. Redman's first tour of duty following his graduation from the Naval Academy was with the *USS South Dakota* and other ships of the Pacific Fleet, where he served until June, 1916, when he joined the *USS Montana* for torpedo instruction. That training was followed by submarine instruction on the *USS Fulton*.

During World War I he saw duty in the submarine service, after which he completed a post-graduate course in electrical engineering at Columbia University in 1921. Then he served at Navy and private shipyards before joining the *USS New Mexico* as aide on the staff of Vice-Admiral Henry A. Wiley, Commander of the Battleship Division of the Battle Fleet. During this tour he took on additional duty as division radio officer.

Capt. Redman was on duty with the Bureau of Engineering of the Navy in Washington from July, 1925, until October, 1927. After that he served as aide and fleet radio officer on the staff of the Commander-in-Chief of the U. S. Fleet from November, 1927, until May, 1929. He was navigator of the *USS Detroit* for a year and was then assigned to duty in the Office of Naval Communications, where he served from 1930 to 1933, attending the Copenhagen Conference in 1931 and the Madrid Conference in 1932.

His next tour of sea duty was as engineer officer of the *USS Colorado* for a year and as commanding officer of the *USS Canopus* from October, 1934, to August, 1936. He returned to Washington the following month, again to take duty in the Office of Naval Communications, his assignments including the Cairo Conference in 1938. Thereafter, from June, 1939, until May, 1940, he was executive officer of the *USS Tuscaloosa*.

Before becoming Assistant Director of Naval Communications, he served for 18 months as commanding officer of the Naval Transport *Henderson*. He holds a Mexican Service Medal for service on the *USS West Virginia* in 1914 and the Victory Medal, Submarine Class.

Big Roma Contract

IN ONE OF the largest bulk contracts for time on an independent station, Roma Wine Co., New York, last week started 52-week sponsorship of 12 quarter-hours, three five-minute shows, and 30 announcements weekly on WNEW, New York. Programs used include Thursday sponsorship of Kathryn Cravens' *News Through a Woman's Eyes*; Zeke Manners and his hillbillys seven times on four days weekly; thrice weekly on the transcribed *Music Hall*, and daily on the *Milkman's Matinee*. Agency is Bermingham, Castleman & Pierce, New York.

N. Y. Bank Plans

SPOT RADIO with newspapers will be the media for a cooperative campaign now being worked out by the New York State Savings Banks Assn., New York, to help individuals do their part "to preserve a sound economy" during the war. The radio drive starting in late March, will consist of announcements on New York State stations, with no details available as yet, according to Ruthrauff & Ryan, New York, agency in charge.

Blue Names Swezey

ROBERT D. SWEZEY, for three years a member of NBC's legal staff, has been appointed counsel for the Blue Network, it was announced Friday by Edgar Kobak, executive vice-president. He is a graduate of Harvard Law School and a member of the New York and Massachusetts bar.

Civil Group Plans Newspaper Study

FCC Inquiry Remains Quiet, No Hearings on Schedule

WHILE the newspaper-ownership inquiry remains in a state of suspended animation, with no further hearings scheduled since the brief appearance of Comdr. James G. Stahlman Feb. 12, and with every indication pointing to its actual termination at that time [BROADCASTING, Feb. 6], the board of directors of the American Civil Liberties Union announced last Friday it is making a study of radio station ownership by newspapers.

At the FCC it was indicated further hearings may not be necessary, though the record is still open for possible additional or revised exhibits. As soon as the hearing phase is formally closed, the record will be subject to study by the members of the Commission. This is expected to take at least several months. No decision of policy with respect to newspaper ownership is anticipated until late spring or summer, though in the meantime Orders 79 and 79-A continue in force.

Divergent Views

The Civil Liberties Union announced its own study because of the divergent personal views concerning the issue expressed by Morris L. Ernst and Arthur Garfield Hays, both general counsel of the Union, in their testimony at the FCC hearings. Mr. Ernst favored the proposed restrictions on newspaper-ownership whereas Mr. Hays took a position against the projected rules [BROADCASTING, Feb 2].

"The public policy involved in the ownership of radio stations by newspapers," said the Friday statement by the ACLU board, "is being examined by a committee of the American Civil Liberties Union under the chairmanship of Quincy Howe, and its recommendations will be submitted to the board of directors shortly. The Union will examine it solely from the point of view of the effect of ownership on freedom of opinion. The Union has already commended the FCC for its order refusing to grant new licenses to newspapers during its current study."

Sues for J-E-L-L-O

SUIT by Don Bestor, orchestra leader, seeking injunction and $50,000 damages, was filed last week in New York Supreme Court against Jeck Benny, NBC, General Foods Corp., and Young & Rubicam. Bestor claims to have originated the "musical" J-E-L-L-O, and alleges that the defendants converted the idea to their own use without his consent.

BLUE MIKE FOR FDR
New Network Gets Place In White House

FOUR sets of network microphones instead of the usual three will face President Roosevelt when he broadcasts to the country Monday night. For the first time Blue Network will be represented as a separate entity, with Don Fischer assigned as presidential announcer.

Each of the other networks will have their usual setups and announcers on the job, with NBC-Red operating entirely independently of the recently separated Blue. Arrangements for the Blue operation were completed last week with Steve Early, White House secretary, by G. W. Johnstone, recently named director of news and special events of the Blue Network, and Kenneth Berkeley, NBC's manager of WRC, Washington.

White Suggests Stations Record President's Talk

ALL 127 affiliated stations of CBS last Friday received a message from Paul White, CBS director of public affairs, urging that they record President Roosevelt's Monday night talk, and all others of similar importance, for playbacks in case emergencies such as blackouts require them to sign off while such talks are on the air.

"Suggest that all stations," read Mr. White's message, "particularly those in coastal areas, where transmitters may be silenced by blackouts, should make preparations to record President Roosevelt's talk Monday night, and similar important talks in the future. Upon return to the air, stations could then play the recordings and thus perform a considerable public service."

Grant to Enter Army

PETER GRANT, chief of the WLW-WSAI staff of announcers in Cincinnati, and dean of news commentators in the Midwest, has been called to the Army March 9. Grant, whose real name is Melvin Meredith McGinn has been a member of the organization for the last nine years, coming to Cincinnati from St. Louis where he entered radio work after his graduation from Washington U Law School.

Mrs. Bowen Heads WIBX

MRS. MARGARET BOWEN, wife of the late Scott Howe Bowen, last week became president and treasurer of WIBX Inc., Utica, N. Y. Mr. Bowen, founder of commercial spot broadcasting, died at his West Palm Beach home last Dec. 22. A board of directors meeting to elect officers will be held in the near future. Elliott Stewart will continue as executive vice-president. The policy of WIBX will be similar to that established by Mr. Bowen, the new president said.

Rowe Is Honored By Radio Veterans

Pan-American Union Director, Bailey Among Recipients

IN RECOGNITION of the increasing use of wireless communication by the Latin American Republics, the Veteran Wireless Operators Assn., at its 17th Anniversary Dinner Cruise at the Hotel Astor, New York, Feb. 21, presented its Marconi Memorial Service Award to the Pan American Union as the representative of all Central and South American Republics. Presentation of the award plaque was made by William J. McGonigle, president of the VWOA, to Leo S. Rowe, director-general of the Union and guest of honor at the dinner.

Presidents Honored

Medallions, replicas of the main theme of the service award, were presented to the presidents of each of the 20 Latin American countries. Ceremonies were broadcast by NBC, which also recorded them for rebroadcasting to Central and South America. Dr. Rowe spoke in both Spanish and Portuguese for the transcription.

Honoring the thousands of radio amateurs now serving the United States, the Marconi Memorial Service Medal was presented to George W. Bailey, president of the American Radio Relay League and the International Amateur Radio Union. Other awards made at the dinner included the presentation of Marconi Memorial scrolls of honor to Robert Leslie Thorp, radio officer of the torpedoed freighter *San Gil;* Jack Berenbaum, radio officer of the tanker *Malay*, which was shelled and torpedoed but managed to reach port under its own power, and Staff Sergeant Larue Lockard, U. S. Army, who, endeavoring in his own time to increase his skill in using the radio locator, first detected the approach of Japanese planes to Pearl Harbor on Dec. 7.

Ted McElroy, world's champion radio telegraphist, with a record of 77 words a minute, received a Marconi Memorial Award. Dick Nebel, paralysis victim since the age of three, who last year receivel the VWOA scroll of honor, was awarded the Marconi Memorial Scholarship, covering the course in practical radio engineering given by the home study division of the Capitol Radio Engineering Institute.

Major General Dawson Olmstead, Chief Signal Officer of the Army; Dr. Rowe and William A. Ready, president of the National Company, were made honorary members of the VWOA.

CONSOLIDATED DRUG Trade Products, Chicago (proprietary), has started five-weekly half-hour transcribed hillbilly music on WENR, Chicago, 4:30-5 p.m. Monday through Friday. Benson & Dall, Chicago, is agency.

WHO
(ALONE!)
for
IOWA PLUS!
DES MOINES-50,000 WATTS.
CLEAR CHANNEL

WWL
NEW ORLEANS
50,000 WATTS
The Greatest Selling POWER in the South's Greatest City
CBS Affiliate
Nat'l Rep. - The Katz Agency Inc.

WFBG
ALTOONA, PA.
- NBC RED
- BLUE NETWORK
- 250 WATTS
- FULL TIME OPERATION
- RAILROAD SHOPS ON FULL TIME SCHEDULE

WFBG provides the only full coverage of the Altoona trading area.

WHBF
AFFILIATE OF ROCK ISLAND, ILLINOIS ARMS
Basic Mutual Network Outlet
FULL TIME 1270 K C
THE 5000 WATT
Voice of the Tri-Cities
ROCK ISLAND • DAVENPORT • MOLINE

Actions of the FEDERAL COMMUNICATIONS COMMISSION

FEB. 14 to FEB. 20 INCLUSIVE

Decisions . . .

FEBRUARY 17

NEW, Kodiak, Alaska—Granted CP new station 1230 kc 250 w unl.

KGIW, Alamosa, Col.—Granted CP increase 250 w D & N install new transmitter.

KTNM, Tucumcari, N. M.—Granted modification license change specified hours.

WSVS, Buffalo, N. Y.—Granted authority close Commission records, canceling existing license.

DESIGNATED FOR HEARING—**NEW, Chambersburg Broadcasting Co., Chambersburg, Pa.**, CP new station 1340 kc 250 w unl.; **NEW, William L. Klein, Oak Park, Ill.**, CP new station 1490 kc 250 w unl.; **NEW, Murfreesboro Broadcasting Co., Murfreesboro, Tenn.**, CP new station 1450 kc 250 w unl.; **NEW, Andrew L. Todd, Murfreesboro**, same; **NEW, Nashville Radio Corp., Nashville**, same (last three consolidated hearing).

FEBRUARY 18

NEW, Hamilton Broadcasting Corp., Hamilton, O.—Proposed deny new station 1450 kc 250 w unl.

WPRP, Ponce, P. R.—Continued hearing to 4-22-41.

NEW, Florence, S. C.—Granted CP new transmitting equipment.

Applications . . .

FEBRUARY 16

WKAQ, San Juan, P. R.—CP move transmitter Rio Piedras, P. R.

WADC, Tallmadge, O.—CP new transmitter, directional D & N, increase 50 kw shift 1220 kc, facilities of WHBC when vacated.

WSAV, Savannah, Ga.—Amend applic. CP increase 1 kw shift 1370 kc new transmitter to request facilities of WCOA when moved to 1030 kc.

WOLS, Florence, S. C.—CP new transmitter.

NEW, Houston Printing Corp., Houston, Tex.—CP new FM station 46.5 mc, 10,500 sq. mi. 722,600 population.

FEBRUARY 20

NEW, Mercer Broadcasting Co., Trenton, N. J.—Amend applic. CP new FM station request 49.9 mc.

Tentative Calendar . . .

KFNF, Shenandoah, Ia., license renewal (Feb. 24).

KWK, St. Louis, CP 680 kc 25 kw N 50 kw D unl. directional D & N (Feb. 26).

WGST, Atlanta, Ga. license renewal (Feb. 26).

KALB, Alexandria, La., CP 580 kc 1 kw directional N unl. (Feb. 27).

Fly to Address ACA

FCC Chairman James Lawrence Fly has accepted an invitation from Joseph P. Selly, president of the American Communications Assn. (CIO), to deliver the principal address at the union's annual convention in Atlanta April 13. His acceptance was predicated on possible cancellation if governmental affairs arose. Mr. Fly is also chairman of the Defense Communications Board, of which Mr. Selly is a member of the Labor Advisory Committee.

More Listening

NIGHT listening in January was 7% above December, with daytime listening up 8%, according to the Index of Listening released Feb. 23 by the Cooperative Analysis of Broadcasting. The January night listening was 4% above the same month a year ago, with no daytime change recorded. Analysis of the winter season a year ago shows that the peak audience was attained in December and January, declining from April through August, and rising again in December.

W75P Plans Start

W75P, new FM adjunct of KDKA, Pittsburgh, is to go on the air about March 15 with a 14-hour daily schedule, it was announced last week by Westinghouse Radio Stations. Transmitter will be in the same building at Allison Park, Pa., that houses the KDKA equipment. A permanent antenna is to be built atop the 718-foot antenna tower of KDKA. New RCA consoles have already been installed in three studios and another is on order for a fourth. Production director of W75P is Mrs. Helen Replogle who reports directly to Franklin Tooke, program manager.

New Sponsor for W55M

COMMERCIAL SERIES of musical education, *Meet the Orchestra*, has started on W55M, *Milwaukee Journal* FM outlet. Sponsored by a local music house with approval and cooperation of Milwaukee schools, the program is set up for classroom consumption and is directed to youngsters, 6-12 years old, who receive the program as a regular portion of their musical study course. Jack Frost conducts the show heard at 2 p.m. Thursdays.

Texas FM Asked

SEEKING facilities in Houston, the Houston Printing Corp., licensee of KTRH in that city, has filed an application with the FCC for a commercial FM station. Asked is 46.5 m.c. to cover 10,500 square miles and a population of 722,600. At present there is not one FM station, licensed or under construction, in the State of Texas or the entire Southwest.

FCC LAW VACANCY FILLED BY DENNY

TO FILL the vacancy created by the resignation early this month of Thomas E. Harris as assistant general counsel of the FCC in charge of litigation [BROADCASTING, Feb. 9], the FCC on Feb. 18 appointed Charles R. Denny Jr., from the Dept. of Justice where he was appellate section chief of the Lands Division. Mr. Harris on Feb. 9 became assistant general counsel of the OPM in charge of consumer rationing.

Mr. Denny, 30-year-old native of Baltimore, who attended Washington public schools, is a 1933 graduate of Amherst and 1936 graduate of Harvard Law School. From 1936 to 1938 he was with the Washington law firm of Covington, Burling, Rublee, Acheson & Schorb.

The Commission also appointed to its law department Nathan Goldstein, a 1933 Harvard law graduate, until recently with the New York law firm of Goldwater & Flynn, the latter chairman of the Democratic National Committee. Under consideration last week, but not yet acted upon, was the proposed appointment of Edgar Jones, trade paper correspondent, as assistant in the information section.

Churchill Record

PEAK LISTENING for a Sunday afternoon broadcast—41% of U. S. radio sets—is reported by the CAB (Crossley) for Winston Churchill's address carried Feb. 15 by all major networks. Previously he showed a mark of 44.7% for his address Dec. 26 before a joint session of Congress.

W69PH Rate Card

ALEX ROSENMAN, commercial manager of WCAU, Philadelphia, has issued Rate Card No. 1 for the station's FM station, W69PH. To encourage FM listening, copy is restricted as to length and content. Announcements, limited to 30 words, are accepted only during station breaks.

FM STATION MONITORING IS EASY WITH THIS G-E MULTI-PURPOSE* UNIT

ONE UNIT PROVIDES ALL THESE—

* Direct reading of center-frequency deviation (with or without modulation) †
* Instant calibration against a precision crystal standard
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* Adjustable modulation-limit flasher†
* High-fidelity output for audio monitoring †

† Provision has been made for remote console operation.

ORDER NOW through the nearest G-E office or direct from Section 160-95A G-E Radio and Television Dept., Schenectady, N. Y.

GENERAL ELECTRIC

Network Accounts

All time Eastern Wartime unless indicated

New Business

GENERAL ELECTRIC Co., Schenectady (radio and television departments), on March 3 starts *Frazier Hunt* on 48 CBS stations, Tues., Thurs., Sat., 6-6:15 p.m. (rebroadcast, 9:45-10 p.m.). Agency: Maxon Inc., N. Y.

McLARENS Ltd., Hamilton, Ont. (puddings), on Feb. 13 started *The Hi-Ho Steeplechase* on CFRB, Toronto, and CFCF, Montreal, Fri., 9:30-10 p.m. Agency: James Fisher Co., Toronto.

Renewal Accounts

HECKER PRODUCTS Corp. New York (Shinola), on March 14 renews for 52 weeks *Lincoln Highway* on 76 NBC stations, Sat., 11-11:30 a.m. Agency: Benton & Bowles, N. Y.

SOIL-OFF MFG. Co., Glendale, Cal. (paint cleaner), on Feb. 3 renewed for 52 weeks *Bob Garred Reporting*, on 6 CBS California stations, Tues., Thurs., 5:45-5:55 p.m. (PWT). Agency: Buchanan & Co., Los Angeles.

C. F. MUELLER Co., Jersey City, N. J. (macaroni products), on Feb. 4 renewed for 13 weeks *Mark Hawley & the News* on 11 CBS stations, Mon., Wed., Fri., 4:45-5 p.m. Agency: Maxon Inc., N. Y.

Network Changes

D. L. CLARK Co., Pittsburgh (candy), on Feb. 26 shifts *Service With A Smile* on 58 Blue Network stations, Thurs., from 8:30-9 p.m. to 8-8:30 p.m. Agency: Albert P. Hill Co., Pittsburgh.

SIGNAL OIL Co., Los Angeles, on March 8 shifted *Signal Carnival* from 10 NBC Pacific Coast stations, Sunday, 9:30-10 (PWT), with transcribed repeat on 5 Arizona stations, Tues. 7-7:30 p.m. (PWT), to 11 Pacific Coast stations, Sun., 7:30-8 p.m. (PWT), with transcribed repeat on 4 California-Nevada stations, 9:30-10 p.m. (PWT). Agency: Barton A. Stebbins Adv., Los Angeles.

P. BALLANTINE & SONS, Newark (beer), on March 10 shifts *Three Ring Time* on 89 Blue Network stations from Fri., 8:30-9 p.m. (EWT), with transcribed West Coast repeat, 9-9:30 p.m. (PWT), to Tues., 8:30-9 p.m. (EWT), with transcribed West Coast repeat, 8-8:30 p.m (PWT). Agency: J. Walter Thompson Co., N. Y.

WM. WRIGLEY JR. Co., Toronto (chewing gum), on Feb. 18 shifted *Treasure Trail* on 7 CBC stations from Tues., 9:30-10 p.m., to Wed., 9:30-10 p.m. Agency: Tandy Adv. Agency, Toronto.

COLGATE-PALMOLIVE-PEET Co., Toronto (Cashmere Bouquet), on Feb. 14 shifted *La Min d'Or* on CBC French network from Tues., 9-9:30 p.m., to Sat., 8:30-9 p.m. Agency: Lord & Thomas of Canada, Toronto.

Peabody Awards April 10

GEORGE FOSTER PEABODY awards for the outstanding programs of 1941 will be made April 10 at a dinner in New York to be sponsored by the U of Georgia Alumni Society of New York. Awards are made by a board of judges chosen by the Henry W. Grady School of Journalism, of the U of Georgia, and many entries have already been received [BROADCASTING, Feb. 16].

Cooper Razor Test

AS ITS first radio campaign in New York city, Cooper Safety Razor Corp., Brooklyn, for its specially processed Cooper blades, in early March will start daily spot announcements on WNEW, New York, just before the *New York Daily News* morning five-minute news summaries, and four quarter-hour programs after the evening news bulletins by the *News*. Commercials will feature a special gift offer for service men. Campaign is a test and if successful will be expanded to a national scale, according to The Heffelfinger Agency, recently appointed by Cooper to handle its radio advertising. Plans are also being made to introduce through radio a patented "Can't-Rust" blade, highlighting conservation of steel.

GE to Tell of Electronics in Wartime With Frazier Hunt on CBS and FM Net

WITH THE AIM of presenting to a nation at war the story of electronics and the part that field is taking in the war period, the Radio & Television Division of General Electric Co., Schenectady, on March 3 will sponsor a thrice-weekly news period with Frazier Hunt on 48 CBS stations and seven FM stations.

Mr. Hunt, who has been signed as exclusive G-E commentator, will devote fulltime to the series, to be heard Tuesdays, Thursdays and Saturdays, at 6-6:15 p.m. on 20 Eastern stations, with a rebroadcast for 28 stations to be heard 9:45 p.m. (CWT), 8:45 p.m. (MWT), and 7:45 p.m. (PWT).

Tentative setup for the FM broadcast is for 6:30 p.m. (EWT), with Mr. Hunt repeating his program probably from the studios of W71NY, New York FM station owned by WOR, New York.

Electronics Tales

This time may be shifted to a later period to allow the news commentator more time between programs. Besides W71NY, the FM stations carrying the series are W65H, Hartford; W47A, Schenectady, and four stations represented by the American Network, W43B, Boston; W39B, Mt. Washington; W51R, Rochester, and W53PH, Philadelphia.

In addition to presenting the world news service "in a new pattern", Mr. Hunt on each broadcast will briefly describe the field of electronics and the part G-E is playing in this "electronic age". According to Dr. W. R. G. Baker, vice-president of the G-E Radio and Television Department, G-E's "peacetime progress in electronics is of vast importance in our war production. . . . We can expect the rapid advancement already made in this field during the war will help us reconstruct a better world when the victory is won."

Frazier Hunt is well-known to radio audiences as a commentator, and first achieved fame as a World War correspondent for the *Chicago Tribune*. He has interviewed many of the world's great personalities, and has written his own autobiography on his experiences, titled *One American*. Agency in charge of the G-E account is Maxon Inc., New York.

CLASSIFIED *Advertisements*

Help wanted and Situations Wanted, 10c per word. All other classifications, 15c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue.

Help Wanted

Operators—Maintenance, repair, construction. For modern 250-watt Southern Station. 5 KW CP. State experience, qualifications, draft status, salary expected. Box 178, BROADCASTING.

Radio Engineer—Wanted to supervise all control work, recording, network feeds, maintenance, 250 watt MBS station. To right man opportunity as chief engineer after trial period. New studios, RCA equipment. Draft has shortened our staff beginning in March when job is open. State references, experience, salary, draft status. This is permanent position. WGRC, Louisville, Ky.

Salesman—Experienced, with car — salary and commission—excellent opportunity—steady position — advancement — WSKB, McComb—Mississippi's Quality Station.

ANNOUNCER—Experienced, good ad-lib, draft deferred, wanted by large eastern metropolitan city station with 10,000 watts C.P. All replies confidential. Box 183, BROADCASTING.

Wanted at Once — Combination announcer operator. Must be good announcer and have first class license. Draft deferred. State experience and salary expected. Permanent position for right man. WAIM, Anderson, S. C.

Engineer-Announcer—March first. Smaller Florida station of larger organization. State starting salary, experience. Good chance, advancement. Box 173, BROADCASTING.

Chief Engineer & Assistant — For steady job. Give draft classification. Telegraph write special delivery. WCED, Dubois, Penna.

Engineer-Announcer—Draft exempt. Immediate work available. WHBU, Anderson, Indiana.

Situations Wanted

Program - production man-announcer-writer —Employed by Columbia station, wants to make change. Draft exempt. Moderate salary. Box 176, BROADCASTING.

EXPERIENCED PROGRAM DIRECTOR—With 8 years' excellent background, including network regional station production, announcing and continuity. Good recommendations. Draft exempt. Box 184, BROADCASTING.

Experienced Announcer—Now employed as staff announcer and newscaster. Desires change. Newscasting, commercials, script shows, handle turntables, general announcing. Married—28. Best of references. Box 177, BROADCASTING.

Chief Engineer—Desires position in West or Midwest. Box 169, BROADCASTING.

Situations Wanted (Cont'd)

WHAT CAN YOU OFFER?—Here's what I have. Fourteen years as Manager, Sales and Program Director—excellent background large and small stations—Program specialist-writer, actor, announcer, producer. Promotion and publicity. Reliable economic operator. Good personality. Draft exempt. Box 182, BROADCASTING.

Clever, draft exempt announcer—Can program, traffic, write copy, emcee, ad-lib. Reliable, no habits. Other qualifications. $35.00 per week. Box 171, BROADCASTING.

Engineer — Experienced, telephone first, married, draft deferred, seeking connection with progressive station. Announcing experience in sportscasts, baseball play-by-play. No preference as to location. Box 172, BROADCASTING.

ANNOUNCER—Draft exempt. Six years experience. Now employed large metropolitan station. Desires change. Also sing. Box 180, BROADCASTING.

STATION EXECUTIVE—Excellent qualifications for managerial position and/or handle all phases of program and music production. Able to handle announcing including news and sports. Box 179, BROADCASTING.

For Sale

Complete Equipment—For 250-watt station. Box 185, BROADCASTING.

General Radio Frequency Monitor—581-B and oscillator. Can be modified for FCC approval. Box 181, BROADCASTING.

Wanted to Buy

Complete 5,000 Watt Transmitter — With associated monitors and speech input equipment. High voltage fixed capacitors, ⅝-inch concentric line, lead covered wire, studio speech input equipment. Give complete details. MID-AMERICA BROADCASTING CORPORATION, 234 Starks Building, Louisville, Kentucky.

Will Pay Cash—For 1 phase monitor for directional array in A-1 condition. Must have FCC approval; 7500' No. 5 or 6 seven-stranded wire, tinned preferred; 1000' twisted pair, 600 volt insulation copper mesh shielded. Box 170, BROADCASTING.

Amplifier—For RCA Recorder. Must be in good shape. Box 174, BROADCASTING.

Will Buy—Good radio station in smaller community; must be in excellent financial condition. Give complete details. Box 175, BROADCASTING.

PROFESSIONAL DIRECTORY

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Designer of First Directional Antenna Controlling Interference
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Consulting Radio Engineer
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Reps' Moving Day Is Slated March 1; Spot Sales' Plans

Northwest Group to Raymer; Others Shift Affiliations

CUTTING across the lines of dual station ownership, it was announced last week that three Blue Network stations in the Pacific Northwest—KEX, Portland, KJR, Seattle, and KGA, Spokane—have appointed the Paul H. Raymer Co. as their national sales representative. The Raymer organization is already acting for KEX and KJR and will take over KGA on March 1.

March 1 seems to be moving day this year as far as representative affiliations are concerned. Following close after last week's announcement that Hearst was withdrawing from the station representation field on that date, with a new organization, Spot Sales Inc., taking over the functions, offices and personnel of International Radio Sales [BROADCASTING, Feb. 16], a number of stations have announced new representatives as of March 1.

Hearst Plans

Hearst Radio Inc., owner of five stations, four of which are currently represented by IRS, states that as of March 1, Edward Petry & Co., will act in that capacity for WBAL, Baltimore. WISN, Milwaukee, will go to the Katz Agency, which already represents the Hearst-owned WCAE, Pittsburgh. Spot Sales will become representative of KYA, San Francisco, while no new representative has as yet been appointed for WINS, New York, which is currently constructing a new 50,000-watt transmitter.

WFBR, Baltimore, MBS outlet operating with 5,000 watts, on March 1 joins the stations represented by John Blair & Co. It was formerly represented by Petry.

WTAQ, Green Bay, Wis., 5,000-watt CBS affiliate owned by St. Norbert's College, has appointed Weed & Co. its national representative as of March 1.

The representation of the NBC and Blue stations in the Pacific Northwest is now divided along the line of network affiliation. Petry, formerly acting for all six stations, will now concentrate on the Red affiliates—KQW, Portland; KOMO, Seattle; KHQ, Spokane—while Raymer represents the Blue outlets in those cities. Situation is unusual in that in each of the three cities both the Red and Blue stations are under single ownership. Louis Wasmer owns KHQ and KGA, Spokane; O. W. Fisher and Birt F. Fisher own KJR and KOMO, Seattle, and the Oregonian Publishing Co. owns KEX and KGW, Portland.

Amplifying last week's announcement, Loren L. Watson said that Spot Sales Inc. will on March 1 assume representation of all stations currently represented by IRS with the exception of those stations owned and operated by Hearst Radio.

Shouse Is President

Spot Sales, Mr. Watson explained, is a cooperative radio station representative organization, so set up that the majority of the stock is held by some of the stations represented, while "individuals active in the actual operation of the company" will hold minority stock interest. At present WSAI, Cincinnati, and WOL, Washington, are the majority stockholders, but additional stations may become stockholder stations in the future.

James D. Shouse, vice-president and general manager of the broadcasting division of Crosley Corp., owner of WLW and WSAI, Cincinnati, has been elected president of Spot Sales Inc. Mr. Watson is executive vice-president and general manager; William B. Dolph, general manager of WOL, Washington, vice-president and treasurer; E. M. (Peggy) Stone, secretary. Directors include Messrs. Shouse, Watson and Dolph; Robert Dunville, assistant to Mr. Shouse; Madeline Ensign, WOL program director.

DCB Technician Draft Action Favorably Received By Board

RECOMMENDATIONS of the Defense Communications Board, which has initiated steps to advise Selective Service authorities of the necessity of procuring draft deferment of experienced technical broadcast employes in essential cases, have met with favorable response from Selective Service Headquarters in Washington.

A general recommendation has been sent to all local boards requesting "utmost" consideration in all cases involving technical employes, Selective Service officials told BROADCASTING last Wednesday.

Not a Blanket Rule

However, it was stated, the recommendation is not to be considered a blanket rule for deferment of radio technical employes. Every case must be considered by the local boards in the light of circumstances surrounding a request for deferment and in view of the Selective Service recommendation.

Action of the DCB was taken following a meeting Feb. 12 at which reports of the Domestic Committee and of the Industry and Labor Advisory Committees relating to technician shortage were considered [BROADCASTING, Feb. 16].

Selective Service officials, it is understood, were advised that deferment of broadcast operators should be allowed in individual cases with reasonable time permitted for procurement of replacements. The importance of broadcasting as an essential war operation was cited, it was indicated, in the DCB recommendations sent to Selective Service headquarters.

The DCB, it was said, has made no recommendations for overall or permanent deferments. Availability of experienced technical operators and "reasonable notice" were included in considerations recommended by the DCB.

Sympathetic attention has been given to the problem of induction of station personnel by Brig. Gen. Lewis B. Hershey [BROADCASTING, Jan. 19] who has praised the essential war functions of stations in maintenance of morale and dissemination of war information.

It was indicated by statements of Selective Service officials that every effort will be made to prevent hindrance of stations' performance in the war effort. It was further said that in view of a "good case" station managers should carry requests for deferment to appeal boards, and, if necessary, to Washington.

Drawn for BROADCASTING by Sid Hix

"The WOOF People Can't Get Any Tires for Their Remote Truck!"

TIRE REGULATIONS FOR RADIO ISSUED

UNDER new tire rationing regulations issued Feb. 19 by the Office of Price Administration covering recapped and retreaded tires, these may be made available for station trucks and for passenger cars used by station executives, engineers, technicians and workers upon application to local rationing boards after March 2.

In order to obtain the necessary certificate from the local rationing board, applicants must establish certain facts as to the use of and for the tires which are set forth in Chapter V of the regulations which reads as follows:

LIST B: The following vehicles shall be eligible for tires or tubes *to the extent, and only to the extent* provided by Chapter V of the Tire Rationing Regulations: (a) A passenger car used principally to provide one or more of the following transportation services: (3) Transportation of executives, engineers, technicians or workers to and from, or within, any of the following as are essential to the war effort: power generation or transmission facilities, transportation or communication facilities or agricultural, extractive, industrial, military or naval establishments; (7) (i) Trucks used for any important purpose not included in List A.

Loew's Record Plans

WITH sanction of Nicholas M. Schenck, president of Loew's Inc., parent organization, a new recording company is being organized as subsidiary of Metro-Goldwyn-Mayer Studios [BROADCASTING, Feb. 9]. David Bernstein, vice-president and treasurer of Loew's Inc., is working out the financial structure with initial outlay reported as $50,000. Studios and pressing plant will be established in New York and Culver City, Cal. Actual operation is slated for early fall when a promotional campaign will be launched. It is understood Tommy Dorsey, band leader, and Jack Cummings, MGM producer, will each have a 20% stock interest and participate in profits. Milton Pickman is to be in charge of band contracts and new talent. Dorsey will also make a series of 30 recordings at a reported salary of $2,500 for each, plus royalties.

Air Transport Series

AIR TRANSPORT ASSN. of America, Chicago, during the week of Feb. 16-22 tested a campaign of one-minute transcribed announcements and 15-second chain breaks on 45 stations to inform listeners that airplanes were not crowded with Government officials. The announcements were spotted in 37 cities, each of which serve as terminal points for at least two airlines. Only the announcements used in the west-coast campaign were on WOR, New York. Agency is Erwin, Wasey & Co., New York.

Morton Honored

ALFRED H. MORTON, former NBC vice-president in charge of television, now president of the National Concert and Artists Corp., was guest of honor at a testimonial dinner given him by the personnel of NBC's television department. Mr. Morton received a desk set presented by O. B. Hanson, NBC vice-president and chief engineer.

"I MARRIED You, Didn't I?"

When She sobs and says He doesn't love her, He can always trot out that classic rejoinder—that ne plus ultra in stoppers: "I married you, didn't I?"

If we ever begin to wonder whether advertisers like us, we intend to curb our doubts with a somewhat similar reply:

"They're using KMBC, aren't they?"

Goodness knows they are. National spot advertisers are still buying more time* and spending more money for time* on KMBC than any other Kansas City station.

And, incidentally, current KMBC advertisers in three out of four cases are renewal accounts.

Certainly they're using KMBC . . . not just once, but continuously. Greater love than that hath no advertiser.

*Sworn statement, Robt. S. Conlan & Associates, independent market research analysts.

KMBC

OF KANSAS CITY

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XUM